

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XLI.

NEW YORK, DECEMBER 24, 1902.

No. 13.

THE commercial supremacy of the United States is reflected by the prosperity of its newspapers. The Philadelphia RECORD is one of the most prosperous in the country because—

It has the largest paid circulation in Pennsylvania.

It gives its subscribers **all the news**, sifted for truth's sake; comprehensive, stripped of confusing words. That is why

The Philadelphia RECORD

carries the bulk of foreign and local advertising that is placed in Philadelphia.

For Results Advertise in the RECORD.

Rate for display advertising, twenty-five cents a line, gross, subject to discounts.

**ALL CLASSIFIED ADVERTISING
ONE CENT A WORD, WHEN PREPAID.**

New York Office:
611 Temple Court.

Advertising Manager,
Philadelphia.

Chicago Office:
1002 Tribune Bldg.



QB

Employ only the best assistance in getting close to that for which you are gunning.

Use only the **Local Weekly** to put you in touch with the country people.

There are more than fifty millions of these country people in the United States.

Large city dailies won't reach them. It is the country weekly or nothing.

One inch—six months—\$1,200.

There are 1,500 local country weeklies upon the Atlantic Coast Lists, which reach every week one-sixth of all the country readers of our land. One order, one electrotpe does the business. Catalogue booklet for the asking.

ATLANTIC COAST LISTS

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

VOL. XLI.

NEW YORK, DECEMBER 24, 1902.

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AN ADVERTISING MAN WHO IS A WOMAN.

Among the newest of the many new things being continually brought to New York for metropolitan approval is the Semi-ready Wardrobe at Broadway and Eleventh street. This store, controlled by the A. J. Kelley Company, contains one hundred large hardwood wardrobes, holding high-class men's garments that are "ninety per cent complete." A customer tries on an overcoat or suit at the stage where a tailor usually makes the final fitting. In a few hours the semi-ready tailors complete the clothes and send them home. In fit and design they are as individual as custom-made garments, while the cost is about one-half. The idea is new, the store and its fittings are new, and the advertising that has thus far been put out is distinctly original. But newest of all is the fact that this advertising is written and directed by a woman, Miss Lillian Gertrude Keyes. Not that she is a "new woman" by any means, for the feminine note is strong in her dress and manner, and her personality is very far from the severe or "mannish." But woman has not invaded the New York advertising field to any extent as yet, and when she comes as an advertising manager for men's clothing, and a very good advertising manager at that, the innovation is altogether suggestive and startling.

"You think it odd that a woman should write advertising for men's clothes! Why? Perhaps women know a great deal more about them than men think. I do not find it at all difficult or out-of-the-way. As for advertising itself, it has always attracted me. At school I wrote good essays, and have always had the writing instinct. My first ads were written when I was a mere girl. The advertising of a Canadian tea firm that has stores all over the Dominion failed to meet my

notions of what good advertising should be—was too black in display and too indefinite in its statements. I sent in some ads anonymously and, when they were subsequently printed, introduced myself to the manager and was given other work. Five years ago I took up newspaper work in my home city, Ottawa, Canada, but abandoned it after six months. There were so many in that field who were brighter, it seemed, and I wanted to enter a new field. Then I spent a year at home, during which time I got hold of *PRINTERS' INK* and read it until I was thoroughly filled with the spirit of advertising. One day I was walking through the business center with my sister. The G. Ross Company, which is the Wanamaker's of Canada, had been burned out some months before, and an immense new store was being built. 'Do you know what my ambition is?' I asked. 'It is to be the advertising manager of that store.' And then we both laughed—for it seemed so very far away, don't you know. Later, however, I wrote to Mr. Ross and told him my ambition, first sending him some articles on advertising that I had written for a little publication called *Business*. We had an interview and he made me his secretary. Then I got to writing the ads at night. My first work was largely theoretical, naturally. You may be surprised to know that the Ross Company's establishment is better than Wanamaker's in a few respects. Mr. Ross told me so, and I thought he elaborated a trifle, but since coming to New York I find that he was right. In writing the ads there was a high-class trade to be considered, a fine modern establishment to be exploited and the bargain note to be avoided. I had plenty of material, and, as a result, put too much into my ads. But they were successful, and presently I gave up the work as secretary to devote myself to publicity. Two years of very hard

work followed. There is much detail to the advertising of a department store. But it was good drill and the best of preparation for other work. Then Mr. J. E. Kennedy, who had invented the Resilia Ventilated Shoe, engaged me to go to Boston, where I stayed six months, living with Miss Kate E. Griswold, who is a dear friend. About two years ago the Semi-ready Clothing Company, which has controlled a chain of these new wardrobes in Canada for four years, wanted an advertising manager. Mr. Kennedy is also the inventor of the semi-ready idea, together with the wardrobes in which the garments are kept, the store system and other details. He had inaugurated the advertising at the outset, setting a high standard. The very notion of a woman writing their advertising would doubt-

who has confidence. If I had tried to modify my plans by every suggestion, the advertising would have suffered—would have been weak and undecided.

"The Semi-ready Clothing Company now has seventeen stores in Canada, with headquarters in Montreal. Canada is a conservative country. We sell to business and professional men there who have never worn ready-made clothes. The readiness with which the idea caught on led to the establishment of this New York store. There is a marked difference between the clothing propositions of the two countries. When I began to make a list of custom tailors in the United States from Dun's and Bradstreet's, I found very few above a certain desirable rating—not nearly so many as in Canada. Ready-made clothing is being perfected rapidly in Yankeeland, and the custom tailor is being driven out of business. New York was the natural point of attack. It is a difficult city, but success here means a conquest of the whole country. This store was opened November 1st, and in the first month has been remarkably successful. From the very first we have put our faith in newspaper advertising and fine literature. I have written all the ads that have appeared in New York dailies. Copy? Well, I have overcome my early fault of saying too much and checked myself in the use of the alluring adjective. In fact, I have lately been criticised for abruptness. People who buy semi-ready will take much for granted; that is, our clothes appeal to those who know good clothing, pay a fair price and expect to get the best in quality and style as a matter of course. So I make almost no use of the fashion and fabric arguments, leaving them to those who haven't the "semi-ready" talking points. I find that there are about fifteen natural talking points for semi-ready. Among the semi-ready features, for example, there is the saving in time, the convenience, the advantage of selecting the garment instead of from cloth, the fact that our work is done by specialists—six men to the different parts of a coat—better linings and inner construction, wider seams, the fact that trousers are fitted where the custom tailor fits only the coat and waistcoat, and so forth. The wardrobes have other arguments—for one thing, they carry three times as much stock as can be piled on tables, saving

IN THE TAILOR'S HANDS

WHAT will the result be? That's very uncertain. A custom-tailor is no mind-reader, any more than yourself. It is all guesswork when you order your suit from the cloth in the piece.



It is often a sorry disappointment when the suit comes home—doesn't look like your ideal—doesn't fit as you expected—perhaps isn't becoming at all.

In "Semi-ready" clothes for men you select a tried-on actuality.

You get foreknowledge of effects, of patterns and of styles.

You get results equal to the best custom-work.

You save a third to a half the custom-tailor's price.

"Semi-ready" suits and overcoats, \$18 to \$75. Sizes scientifically graded to fit all shapes.

You need not buy because you look, or keep because you buy.

SEMI-READY WARDROBE
J. J. KELLEY COMPANY
PROPRIETORS FOR THE CANADA
DEPARTMENT AND ADVERTISING AGENCY

64-2027'S OLD STREET

less have set the company against me. There was hardly any position in Canada that I would have stood so little chance of securing under ordinary conditions. But I was taken on Mr. Kennedy's recommendation, and went to work in the Montreal headquarters. There were many diverse opinions as to advertising among the members of the company, and in the first six months I received a good many suggestions. But I had a definite policy of my own, and maintained it. "If I hold on long enough they'll see," was my thought, and in six months my ideas proved to be good ones. Was I a trifle strong-willed in this? Well—yes—to be frank, I was. An advertising manager must manage the advertising. Good work can only be done by one

rent, taxes, heating and other expenses. I treat one point at a time. You cannot tell too long a story in advertising. A man might listen to me face to face out of courtesy while I fired off my fifteen talking points, but he would

Wanamaker, while semi-ready has its own story. At the outset we need more space than we shall use later, for our story is a new one. Every advertising proposition is peculiar to itself. The ads used here are sent to our



MISS LILLIAN GERTRUDE KEYES.

not read the same arguments in print. One point at a time is my rule, even though the first few ads only serve to attract casual attention. No, I have never followed models in writing. Wanamaker advertising is good for

Canadian stores, but I give the publicity of each a distinct tone by preparing special matter for special occasions. In the way of follow-up matter we use booklets, folders and personal letters. By a system of blanks of my

own devising, I get material for ads from the managers at every point. I prepare advertising for eighteen stores now, and later will handle that for the wardrobe to be opened in London, England. Every week I receive a list of customers from each store, and send a personal letter from the Montreal office, thanking the customer, asking for criticism and emphasizing our policy of taking back unsatisfactory garments, no matter how long they have been worn. Montreal is the New York of Canada, and people in the smaller cities appreciate this personal letter from the metropolis. It is followed from time to time with literature. This letter system will eventually be applied to the United States, with New York as center. We have locations here for thirty stores, but only five or six can be established in a season. Prices are mentioned, but seldom featured. We use pictures, but illustrate ideas rather than fashions—catch lines chiefly. Our trade mark is a distinctive design. The advertising of retail stores is a variable quantity. New problems are continually arising. Here in New York, where there are so many ready-made clothing establishments, readers have fallen into the fallacy that some of our stock is ready-made, with basing on the seams. To dispel this notion we use special ads, and display garments with the seams ripped in the windows. Our printing is always the best to be procured. The company puts no limitation on me in this respect, and I go after quality. And I get quality by personal supervision of details—go among the compositors and the forms, and give ideas direct to artists. Advertising artists are a real trial at times. Some of them are mediocre, while even the high-priced illustrators regard advertising pictures as a sort of second best, no matter what price you pay. Personal supervision counts in the results. I avoid all words and phrases that will tend to identify us with the ready-made concerns in any way—never use 'clothing,' for example. Our garments are distinctively individual. Each store manager in Canada is an ex-custom tailor, and selects the fabrics for his own trade, which are made up in Montreal and New York. The Canadian managers have conferences at Montreal when they come to select

fabrics, and I manage to get into close touch with them there. Everybody in New York has been kind to me, and Calkin & Holden, who have made some of our illustrations, have been especially helpful. There is nothing but courtesy for the woman in advertising, and she stands as good a chance as men if she has ability. When I began business life I had, oh, the queerest notions—wore a business dress of my own invention and of the most severe cut, for a few weeks for one thing. But I have got over that—quite. A woman can be womanly in advertising or in business, I find, and usually those who have most ability are most womanly."

Miss Keyes' work is distinguished



THE RATIONAL WAY

You try on your suit (or overcoat) at the stage when a tailor gives you the last fitting, and see at a glance if the style suits and if the color is becoming. That is "Semi-ready"—go per cent complete when sold. In the finishing (outlets at all vital parts) a good form is shown to best advantage, and forms not so good, improved upon. There is individuality and exclusiveness in every "Semi-ready" garment, and style and fit are interchangeable terms. Suits and overcoats, \$18 to \$75. Sizes scientifically graded to fit all shapes. You need not buy because you look, or keep because you buy.

"SEMI-READY" WARDROBE
A. J. KELLEY COMPANY
CHICAGO, ILL. AND NEW YORK
SEATTLE AND SALT LAKE CITY

McGraw-Hill Co. Inc.

for individuality, good taste, brevity, strength of statement and a directness that is almost masculine. The writing woman runs naturally to adjectives and indetermination, but her ads thus far have been vigorous and wholly business-like. New York has an innumerable horde of advertising writers, from whom but few stand out as individuals. The style, clean-cut display and definiteness of Semi-ready advertising places her at once with the individuals. In the larger field of New York, with its excellent facilities for working out advertising ideas, she will unquestionably go far, and students of advertising will do well to watch her work.

JAS. H. COLLINS.

NEVER wait until the season is at hand to plan your campaign—take time by going for a long time—and the nerve, the forelock and operate on a definite plan of action.—*The Advisor.*

A WEEKLY MAGAZINE

THE SATURDAY EVENING POST

OF PHILADELPHIA

has reached a paid circulation of

404,500 COPIES

each issue. No sample copy editions—no premiums to subscribers—no club or cut rates. Subscribed and paid for solely on its editorial merits.

THE CURTIS PUBLISHING COMPANY
Philadelphia, Pa.

E. W. SPAULDING, Advertising Director
1 Madison Avenue, New York

E. W. HAZEN, Manager
Home Ins. Building
Chicago

A. B. HITCHCOCK, Manager
Barristers Hall
Boston

WHAT CONSTITUTES THE DAILY ISSUE?

Most Sunday papers emanate from the office of a daily. A paper is called a daily whether it appears six days in the week or seven. In most cases, but not in all, the Sunday issue is larger than for any of the other six days, and frequently a higher rate of charge is exacted for advertising in the Sunday issue. It becomes a question sometimes whether an advertisement ordered to be inserted daily shall or shall not go into the Sunday issue. Newspaper men like to state their circulations as large as the facts will warrant, and as a consequence when the Sunday issue is smaller than for the other six days, it is common to exclude the Sunday issue from a circulation statement showing the output for a year, and issue a separate statement for the Sunday issue alone, thus treating it as a separate paper. On the other hand, when the Sunday issue is the largest, it sometimes seems desirable to have the circulation statement include all the issues for seven days. This is legitimate and satisfactory enough. It comes about, however, when this method is pursued, that the American Newspaper Directory fails to show the Sunday circulation separately, and as a consequence, when the Directory is referred to for the purpose of ascertaining the Sunday issue the figures representing the average issue for seven days are obtained instead of what is sought.

This difficulty can be obviated by a separate statement showing the Sunday circulation as well, but this plan is objectionable, because when the advertiser has noted the Sunday issue alone and then considers the figures representing the daily issue, he is likely to be misled into thinking it larger than it is. The matter can be brought plainly to mind by an illustration. In St. Louis the *Globe-Democrat* printed an average edition of 94,033 copies for six days in a week during the year ending with August, 1902, and an average edition of 124,908 copies of the Sunday edition for the same period. If 94,033 is multiplied by six, and 124,908 added we have 689,106, the total output for seven days, an average daily output of 98,444 copies instead of 94,033 as shown for the six week-day issues.

The *Post-Dispatch*, another paper in the same city, prefers to prepare its

circulation statement to cover the issues for seven days, which, for the year ending May 1, 1902, was found to be 110,147 copies, a considerable advance over the edition put forth by the *Globe-Democrat*. In the list of Sunday papers recently published in PRINTERS' INK the circulation of these two papers are set down:

Globe-Democrat.....	124,908
Post-Dispatch.....	110,147

When these figures came to the attention of the *Post-Dispatch* they caused friction, because, as a matter of fact, that paper claims to issue a larger number of copies on Sunday than the *Globe-Democrat* does, and probably does so. This is a sample of the numerous puzzling questions with which, from time to time, the Directory editor finds himself obliged to deal, and a proper disposition of which, in a manner that shall render equal justice to all is sometimes a matter of a good deal of difficulty. Of course the Sunday paper either does or does not constitute an integral part of the circulation of the daily paper. If it does, why should its circulation be stated separately any more than that of the Wednesday issue or Saturday issue? If it does not, then what sort of a paper is it, common enough in the Southern States, that appears six days in a week, and thinks itself a daily, although it prints no Monday edition? If a great Sunday issue may be used to apparently inflate the average circulation of the daily output for the other six days, what ground is there for criticising the practice at one time indulged in by the *Baltimore American* by counting all the copies printed of a very respectable semi-weekly edition and adding them to the total of the six daily issues, thus increasing somewhat the apparent average daily output, although advertisers in the daily had no benefit from the semi-weekly readers thus counted. If General Agnus was justified in adding the circulation of his semi-weekly to that of his daily, to swell the latter, why might he not with equal propriety add also the circulation of some other weekly, say, for instance, that of the *Saturday Evening Post* of Philadelphia, or the million or more copies issued down East of a pleasantly named monthly called *Comfort*.

EFFICIENT advertising men are scarce—chain yours down if you have one.—*The Advisor*.

Advertising in The Sun

(DAILY and SUNDAY)
in November, 1902, *increased 113,115 agate lines*, as compared with the same month a year ago—a *gain of more than two full pages of advertising each day, or about 50%*—exceeding the gain of any other daily newspaper.



The Gain in the Evening Sun

during the same period was *98,090 lines—not quite two full pages each day, but an increase of more than 73%*.

New York, December 1, 1902

AMERICANS IN SPAIN.

By Charles C. Schnatterbeck.

It is encouraging to see that our late unpleasantness with the country that has given support to the discoverer of America has initiated an enviable demand for American manufactures. Appreciating this, some of our largest manufacturers have entered the Spanish market with the pugnacity of a torreador, not even fearing the high-handed competition of Great Britain and Germany, both of which countries are extensive advertisers in the local press. Speaking of trade papers, it is opportune to mention that Spain is far behind many of the other European countries in this respect. Its periodicals in the first place are not as large in size or number of pages as our own or those of certain British, German and French trade papers. Then again the typography is anything but neat and attractive; the illustrations are usually worn and the type and borders of the advertisements are in two shades of black from apparently long usage, while the paper itself is thin and frequently discolored. In short, the whole makeup has an ancient flavor, which makes it appear that publishers either do not charge enough for advertising space to compensate printing or else they permit the sight of gold and silver to overshadow their artistic journalistic instincts. It is noteworthy also that the trade papers of standing carry comparatively few small business cards, the space usually taken being a good fraction of a page, often a whole or half page. But space counts for little, as the advertisements are not attractively gotten up. Sometimes a reader will find a colored supplement or insert advertisement, printed on thin paper and so full of reading matter that the destination of it is invariably in the waste-paper basket. Fortunately, Americans have not yet favored this way of advertising abroad, preferring to do their circularizing by methods that do more good and are sure to engage the attention of the reader. Undoubtedly the largest advertisers in

Spain are the manufacturers of electrical and labor-saving machinery. Invariably the American trade is propagated by experienced local agents, who know how to cater to their customers. It is not uncommon to see one responsible house represent a number of prominent American manufacturers, and it is believed that this method is not only more satisfactory but less expensive than direct advertising. One of these "combination agencies" is the Sociedad Hispano-Americana de Electricidad, of Madrid, D. Gregorio Esteban de la Reguera, general manager, which handles exclusively in Spain and Portugal the specialties of ten American concerns, among which are the Milwaukee Electric Co., the New England Electric Manufacturing Company, and the Pittsburg Transformer Company. This agency usually carries a quarter-page card, which is unpretentious, simply telling the public what concerns it represents. A prominent agency also is that of Garteiz Hermanos, Yermo y Cia, of Bilbao, which uses a half-page advertisement to announce its affiliation with the Cameron Steam Pump Works and other leading American machinery manufacturers. Still another house is that of Godinez, Moreno y Cia, of Madrid, which makes a specialty of the pumps made by the Goulds Manufacturing Company, of Seneca Falls, New York, and advertises the fact rather prominently in the foremost trade papers. Few Americans advertise for business direct from their home office, among these being the Jeffrey Manufacturing Co., of Columbus, O., which makes heavy machinery. Nor do we see the American combinations taking much advertising space, though the Allis-Chalmers Company, the \$36,250,000 mining machinery consolidation is strengthening its commercial relations with Spain from the London office carrying one-half page advertisements in the principal Spanish journals.

◆◆◆
If the merchant who mimics his competitor would put half the time thus wasted in getting up something original for himself, he would find his advertising paying some better.—*White's Sayings.*

IN the Office and in the Home, *The Kansas City Star* is the one really welcome visitor of the day. By years of correct living *The Star* has earned the reputation of being a self-respecting, clean, clever and reliable purveyor of news. From its five quadruple Hoe presses 110,000 copies are now issued every evening.



The Star's morning paper, *The Kansas City Times*, is a chip of the old block, inheriting as it does all the excellent qualities of its progenitor. With the exception of *The Star*, *The Times* enjoys the most extensive circulation of any other Kansas City newspaper. Its paid circulation now exceeds 70,000 every morning.

The Sunday Star is the acme of artistic excellence, containing all that is best in both foreign and domestic news service served to suit the most exacting connoisseur of daily literature.

The Evening and Sunday Star and the six-day *Morning Times*, 13 papers delivered by carrier or sent by mail, 10 cents a week.



THE EDITORIAL INSTINCT.

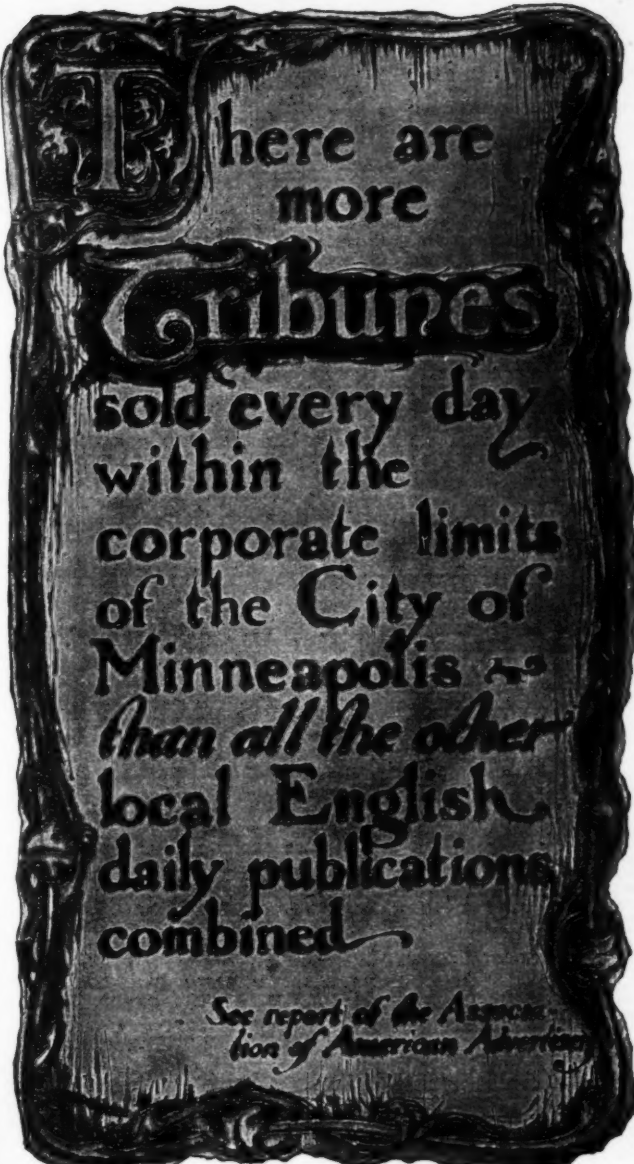
"Now that advertising instruction is being put on a practical basis, it is a pity that somebody doesn't establish a school that will teach advertising men to know good publicity when it is submitted to them," said the head of a New York concern that does a great deal of writing and designing. "Our work is praised by advertising journals, and by customers. It is successful. We have many patrons who can pass upon good writing or designs in any stage of their evolution. Submit a good idea in the rough and they see its possibilities and value in an instant. These are the best advertising managers. Most of them are capable of writing and designing good advertising themselves. They know the essential points of an ad, and recognize them on sight. They are like editors—have the same instinct that enables an editor to know a good magazine story, though it is written with a hard pencil on a dozen sheets of manila wrapping paper. But the vast majority of those who buy advertising do not have this instinctive knowledge of values. Not only do they fail to estimate advertising in the rough, but they cannot tell good from bad when it is submitted in its final form. These men want imitative advertising, as a rule. Because Jim Dumps sells Force they want something like that series to advertise clothing. They never deduce the principles that make Jim Dumps good advertising, but merely seek a slavish imitation of the pictures and verse. So long as the imitation remotely resembles the original they are satisfied. It is these advertisers who coin painful imitations of such words as 'U-needa.' They catch the shadow, but never the substance. An advertising man worthy of the title knows that the principle by which publicity succeeds is the only thing that can be imitated, but if the designer of advertising tries to convince an advertiser who lacks the editorial instinct he will waste a great deal of valuable time. At best he can simply sell imitations, and if he is conscientious he will

balk at this, for the kind of publicity that can be sold to imitative advertisers is not productive of results. The editorial instinct for good advertising—the ability to know good publicity in buying it from designers—is a valuable possession. It is bound to become more valuable as advertising develops, for the best advertising managers are not those who make advertising themselves. Their operations are conducted upon too large a scale. Even though they have the ability, they can no more write or design their matter than Mr. Alden can write the contents of *Harper's* every month. There are any number of writers and designers in New York who live by the sale of ideas in the rough, which they work out for purchasers. Some of the most successful agencies work along similar lines. The tendency is a growing one, and the growth of publicity, with million-dollar appropriations, is so active that the advertising manager of the future will be one who can estimate publicity in embryo. The mediocre advertising man never has this instinct, but he might be taught to know good advertising when he sees it, and with all the schools someone ought to establish one where the value of advertising ideas could be taught. Such an institution is needed very badly, and will be needed more and more as time goes on."

CLOTHIER'S HEADLINE ILLUSTRATED.



"NEW THINGS IN SACKS."



Rhere are
more
Cribbines
sold every day
within the
corporate limits
of the City of
Minneapolis
than all the other
local English
daily publications
combined.

*See report of the Associa-
tion of American Advertisers*

ADVERTISING AND THE AMERICAN FLAG.

Some earnest person somewhere sends the Little Schoolmaster a copy of "Flag Pamphlet No. 38," wherein are printed moving appeals to the world in general to help put an end to the "desecration of the American flag by unscrupulous tradesmen who have turned it into an asset for personal gain." No address is to be found in this document, but the writer avers that "the scarlet folds of our flag blush like crimson blossoms of the coral tree for the perfidy of our national government in surrendering the emblem of our sacred rights to the vandals of our land to do with it as they will." As this is the sort of language that has been found most successful in moving Congress to pass new laws, it is rather comforting to know that each Senator and Representative has received a copy. It would also be comforting to know who wrote the pamphlet, for it is a unique production. There is, of course, another side to the question that it advances. Advertisers are patriotic, peaceable and law-abiding, ordinarily, with as much respect for the Stars and Stripes as any other citizens of the Republic. When the flag is misused in advertising it will usually be found that thoughtlessness is at the bottom of the "desecration" rather than any deep-dyed intention to degrade the national emblem. Most of the instances cited in the pamphlet are trivial:

Recently at Detroit, Mich., a clothing dealer of that city desecrated the flag by using an awning resembling the national emblem with a mercantile advertisement painted thereon. He was warned of prosecution by a joint committee of the Sons of the American Revolution and the Loyal Legion. "The moment I had promised to have the awning removed," said the proprietor, "I was sorry for having done so." That is a fair illustration of the disloyal spirit of commercial desecraters, and is one of the cases met by patriotic citizens, who are seeking to rescue the flag from common use as an advertising device.

A well-known circus traveling about the country, while passing through Chicago, used American flags as blankets to decorate their horses in street parades, and to keep flies from biting their beasts during the warm season.

At Houghs Neck, near Quincy, Mass., a storekeeper named Mhall made a bonfire of a pile of rubbish which had collected about his store. An American flag, as a part of the debris, was rescued in a scorched condition by Officer Curtine, "who had discovered Mhall throwing a flag used for decorative purposes upon the heap of burning refuse in his back yard."

Since the birth of the American flag no more

basely degrading insult has ever been offered to our national emblem than the suggestion of Speaker Henderson that the flag be used as a "wrapper for American hams," to the end of better advertising the hind-quarters of American hogs to the people of the United States and foreign countries.

The author of "Flag Pamphlet No. 38" demands that a national law be passed to remedy such inconsequential abuses. Upon the surface this seems a harmless enough cause, but in several instances such laws have been passed by State Legislatures and subsequently used as a basis for persecution of advertisers and merchants. Such a statute obtained in Illinois some years ago, and the retail merchants of Chicago were systematically bled of many thousands of dollars because they innocently displayed goods that bore the Stars and Stripes. Even to have in one's store a book with the flag upon the cover, or a box of note paper bearing the national colors, was a crime punishable by a heavy fine, though no advertising accompanied the designs. Half of such fines went to informers under the law, and certain shyster lawyers made snug fortunes by nosing out innocent offenders and dragging them into court. This real abuse became so flagrant that the law was subsequently modified. The American flag is a pretty sturdy old emblem. It is not the sort of thing to wrap up in cotton and display only on July Fourth. Because of its bright colors and real beauty it is a valuable bit of decorative material, and there must be a certain amount of freedom in its use for such purposes. Few advertisers abuse the flag, and hardly any advertiser would persist in abusing it if approached in the right way. The law so ardently desired by the author of "Flag Pamphlet No. 38" would work real harm. The spreading of a proper sentiment and respect for the flag ought to be productive of much better results than the passage of a drastic statute.

MAKE THE AD VITAL AND IT WILL BE READ ANYWHERE.

When a merchant gets a line of goods to sell quick at very low prices and the newspaper will consent to "sandwich" brief notes in its news columns there is some excuse for using them, but as a rule it will be found that the display columns rightly handled are of as much value as reading notices occupying the same space.—*Omaha Trade Exhibit.*

ECLIPSE your competitor by using more as well as better advertising.—*The Advisor.*

THE Pittsburg Press

**Is the Most Popular
Daily and Sunday Paper in
WESTERN PENNSYLVANIA**

Made so by its Leadership in

Foreign and Local News Service
Unequaled Sporting Pages
Interesting Society Pages
Up-to-date Fashion and Women's Pages
Original and Special Comic Pages
Reliable Financial News
Beautiful Colored Magazine Sections
Original Cartoons.
Copyrighted Serial Stories
Leadership in Classified and Display
Advertising

**Largest Circulation in
Western Pennsylvania**

C. J. BILLSON, Manager Foreign Advertising Dept.	
Tribune Building,	Tribune Building,
NEW YORK.	CHICAGO.

IN OREGON.

On November 25 the Press Club of Salem, Oregon, ate a fine dinner and listened to some equally fine papers on advertising which were read by Oregon newspaper and advertising authorities. The purpose of the gathering was to bring together those who handle the publicity of Salem dry goods houses, and it is the intention of the club to hold similar gatherings for other advertising interests of that city. The leading paper of the evening, prepared by Mr. E. G. Jones, advertising manager of the Portland *Oregonian*, was read in his absence by Mr. Frank Davey. In a general outline of advertising tendencies and methods Mr. Jones had the following to say regarding the importance of advertising in the making of the modern newspaper:

Modern advertising has made the modern paper. As an educational factor in the uplifting of the masses, the newspaper occupies nearly as prominent a place as the public school itself. Without the revenue from advertising, the publication of the great newspaper of to-day would be impossible. The complete news service from all parts of the world, a source of knowledge that adds to the profitable enlightenment of the people as a whole, is handled better by American papers than this service is handled by the papers of any other country on the globe. Millions of dollars annually are expended in gathering and editing this news, news that every day of the year is disseminated to even the remotest parts of the United States. It is the man alone who has built up a successful modern newspaper that has any just appreciation of the task he has performed, and of the practically unsurmountable difficulties any other man would meet who should attempt to follow in his footsteps. The highest commendation the public can give the efforts of the successful publisher is found in the anxiety shown to avail itself of the news service offered daily by the representative newspaper, when the public is temporarily denied this privilege. As a leading factor that contributes so largely to the success of modern journalism, the subject of legitimate advertising may well claim the attention of all the reading public.

A striking illustration of success in the advertising field is found in the career of George P. Rowell, head of the advertising agency of George P. Rowell & Co., publishers of PRINTERS' INK and of the American Newspaper Directory. Mr. Rowell is a representative man in a business way, he stands high socially, and he is a man of such strength of character that he could only be a success in any calling that claimed his attention. Mr. Rowell has devoted his whole life to the subject of advertising. In this pursuit he has not only amassed a fortune in his individual right,

but he has, through his work of handling advertising successfully, made fortunes for men engaged in legitimate lines of business, where failure alone would have been recorded without the prop of good advertising.

Other papers were read by Mr. A. Holtz, advertising manager for Meier & Frank, of Portland, and Mr. D. A. Dinsmore, advertising manager for Meyers & Sons, of Salem. Discussion followed, and many practical points were treated in a manner that threw light upon actual methods used by men who have built up large businesses through space in Oregon dailies.

A GLANCE



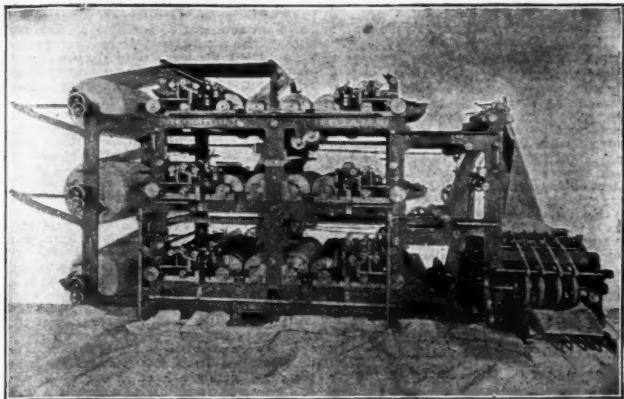
at any line of hosiery is enough to convince one that they are a bargain without me trying to put forth their good qualities. Come in and look over my stock of goods.

W. J. GOULD

5 and 10c Store,

Next Door to Laundry.

FROM THE FARMINGTON, ME., "CHRONICLE."



ONE OF THE CINCINNATI "POST'S" NEW TRIPLE-DECKED PRESSES.

CINCINNATI "POST'S" NEW PLANT.

FIVE TRIPLE-DECKED PRESSES INSTALLED—LARGEST PRINTING PRESS PLANT IN OHIO.

The Cincinnati *Post* a short time ago installed the last of the five new triple-decked presses which the publishers of the *Post* purchased last spring. These five immense presses were put in place without missing an issue. Anyone visiting the office of the Cincinnati *Post* and seeing the presses at work, each grinding out hundreds of papers every minute, is easily convinced that the *Post* has the large circulation credited to it. The *Post* prides itself on not only having the largest newspaper plant in Cincinnati, but the largest in the State of Ohio. No other paper in the State except the *Cleveland Press* has more than three similar presses in use. The *Post* has not only increased its press facilities, but has also made vast

improvements in every department, and has now all modern facilities necessary to get out a metropolitan daily newspaper. That the *Post* is the most popular Cincinnati newspaper and pays advertisers is demonstrated by the fact that in October, 1902, the *Post* carried nearly 500 inches more local display advertising than any other Cincinnati newspaper. This includes the morning papers that published 31 days in the month, while the *Post* only published 27 days. The *Post* also printed more foreign advertising than did any other Cincinnati newspaper during the same month. As is well known, the *Post*, with the *St. Louis Chronicle*, the *Cleveland Press*, and *Covington, Ky., Post*, comprise the four successful newspapers of the Scripps-McRae League. The *Post's* success, like all the other papers in the League, was built up by the sterling, independent and fearless policy strictly maintained by its publishers, and which has made these papers so popular with the reading public in each of the respective cities where they are published.

THE COUNTRY IS TOO BIG.

123 PITT ST., SYDNEY, Australia,
November 17, 1902.

Messrs. G. P. Rowell & Co.:

Your American Newspaper Directory is a very valuable work, and of great service to us as advertising agents. We beg respectfully, however, to suggest that its value would be enhanced, and its usefulness as a directory for ready reference increased, if it contained an alphabetical index. Many besides ourselves would appreciate the convenience of being able to turn up any newspaper of America on the mere mention of the name. At present one has to know the town and State before he can refer to it. We don't suggest any alteration to the present method of compilation—merely the addition of an alphabetical index to all papers contained therein. Mitchell's English Directory contains an index similar to the one suggested. Hoping that our suggestions may not be distasteful, and that you may see your way clear to carry it out, we are, yours faithfully,

GORDON & GOTCH,

Per G. S. BODLUP, Subscription Dept.

The editor of the American Newspaper Directory, when asked for his opinion of the desirability of an index as suggested in the above letter, said: "An index of this book has been suggested many times, but there are difficulties not readily overcome. The correct title of a paper is perhaps as often forgotten as the name of the town in which the paper is published, and there are a great many papers that are not commonly known by their correct names. For instance, the *American Monthly Review of Reviews* would be indexed under A, while nine persons out of every ten know it only as the *Review of Reviews*; the New York *American* and *Journal* would likewise be indexed under A, and not one person in ten would think of looking for it elsewhere than under J. Some one, after looking for this paper under J, and not finding it, would be certain to ask since when the *Journal* had ceased to exist. The papers as now arranged in alphabetical order by States and towns according to frequency of issue, are probably more readily referred to than would be possible under any other system. America is too big to be dealt with in the way proposed by our Australian correspondent."

THE RELIGIOUS LIST CRITICISED.

ST. LOUIS, Mo., December 13, 1902.

Editor of PRINTERS' INK:

Having been for many years in the religious newspaper business, I have come to know something of the general standing of religious newspapers. I note that in your list of Presbyterian papers you omit the *Interior*, of Chicago, and the *Observer*, of New York, and you include a Sunday school paper named *Forward*, which does not, as I understand, aspire to the rank of a religious newspaper,

but is rather a Sunday school paper. The papers which you do mention are good papers, but I am sure that no list of representative Presbyterian papers could be considered complete without the mention of the two named above, and if I may judge by the amount of advertising which they carry, advertisers share this opinion with me.

In your list of Methodist papers I note the absence of the *Central Christian Advocate*, Kansas City, and the *St. Louis Christian Advocate*, St. Louis, both of which stand very high in their denomination.

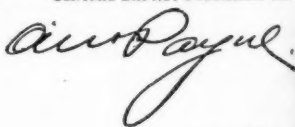
When I come to my own denomination I confess to surprise which knows no bounds. I appreciate the compliment paid my own paper in putting it in the list of the most important along with the *Examiner*, New York, and the *Journal and Messenger*, Cincinnati. As for the other papers they cannot be in any sense ranked as important. One of them is a Sunday school paper distributed only to Sunday school children. At least two others are not representative of our denomination at all. While you credit them with very large circulation they are papers published in opposition to the recognized views, interests and forces in the denomination. Another one which you credit with a circulation of 10,636 is a very good paper, and yet it is not a representative denominational paper, and advertisers do not think so either, if we may judge by the absence of their announcements from its columns.

I confess to very great surprise indeed that you should omit the *Standard*, Chicago, the *Watchman*, Boston, and the *Western Recorder*, Louisville. Neither one of these has less than 12,000 circulation, and at least the last named has over 20,000 circulation. You also omit the *Baptist Union*, Chicago, with its over 30,000 circulation. The papers which you omit stand along with the *Central Baptist*, the *Examiner*, and the *Journal and Messenger* in the minds of advertisers, if we may judge of the amount of advertising and the price which they receive for the same.

You will pardon me for bringing this matter to your attention, but a mistake so serious and an injustice to these papers so far reaching in its effect, if it be granted, that PRINTERS' INK has a wide influence, which I do not for a moment question, ought not to go by unnoticed. I am sure you want to deal fairly with the religious press, and I shall be pleased to have you look into the truth of the statements contained in my letter and satisfy yourself on these points. I am sure you will agree with me that anything purporting to be truly representative of the religious press ought to be accurately correct, and I am certain this is the way you want all your statements to be.

Yours truly,

CENTRAL BAPTIST PUBLISHING CO.



Sec. and Treas.

It is very doubtful if advertising for which the goods does not yearn for was ever profitable—and is almost certain that the advertising gymnast cannot make it so.—*White's Sayings*.

SCHEME advertising seems hotter than horse radish—to the man who bites.—*White's Sayings*.

IT'S THE Evening Telegram IN TORONTO.

NEW YORK, Oct. 24, 1902.

*Mr. Perry Lukens, Jr., Tribune
Bldg., City:*

DEAR SIR—Referring to your inquiry as to my experience with the Toronto TELEGRAM, I beg to state that during the past year several of my customers have used the TELEGRAM extensively, the results being highly satisfactory. The fact that we gave the TELEGRAM almost equally as much business as any other Canadian paper makes it evident that our clients are well pleased with its drawing qualities. Respectfully yours,

JAS. A. TEDFORD,
For Lyman D. Morse Adv. Agency.

The Circulation of The Sunday CHICAGO RECORD-HERALD

Increased 81,710 in one year—the average for November, 1901, being 124,533, while that of November, 1902, was 206,243.

The CHICAGO RECORD-HERALD has the greatest known Sunday circulation in Chicago.

Sworn Circulation
for November:

Daily Average, . . 165,493
Sunday Average, 206,243

Advertising in Milwaukee Papers

For the first eleven months
of 1902:

Evening Wisconsin Journal - - -	Columns 10,516 8,594
---------------------------------------	--

It will be observed that
**The Evening
Wisconsin
Leads**

THE PRICE

After December 31, 1902,
of the

American Newspaper Directory

will be

Ten Dollars

for each volume.

THE VALUE OF SINCERITY IN ADVERTISING.

It would seem at first thought almost superfluous to remind advertisers of the value of straightforward, candid sincerity in the preparation of advertising matter. A glance through the advertising pages of our current magazines will show, however, what a need there is of a more widespread realization of the importance of this element in successful advertising. Only the unwise dare pay for space in which to spread willful falsehood. There is a type of advertiser very much in evidence, however, who while the integrity of his business cannot be impeached, is so careless of the manner in which he states the important details of his business as to create distrust among the discerning and to cause the judicious generally to grieve. To this man simple diction and positive, unqualified assertion has no charms. Every statement that he makes is raised to the nth power of exaggeration. Instead of presenting the bold, rugged truth in all its native beauty and force of appeal, he waxes garrulous, and weaves wordy pictures and specious arguments that have anything but a convincing effect on the reader. Perhaps the most persistent offenders in this line are the class of advertisement writers who esteem it the essence of advertising to imbue their productions with "cleverness." The advertisement writer who wishes to give his work interest and life, must guard very carefully against the air of insincerity that is thus apt to creep in. He must give force and strength to his work, and his art must be of the kind that effectually conceals art. Nothing is more destructive to the true force of an advertisement than that strained, unnatural effect that comes of too much striving after force and originality. Indeed, this tendency toward undue cleverness is to-day one of the greatest obstacles that the professional advertisement writer has to contend with. His cleverness often overreaches itself, and the customer, the man whom he has labored to convince that he is unable to construct a good, trade-getting ad

himself, is disgusted to find his business represented in a guise and atmosphere that is wholly fantastic, and often unrecognizable. An air of absolute sincerity is best reached by cultivating dignity and self-restraint. The most notorious offenders in this line are to be found in good force in the ranks of the young men who produce advertising copy for our large department stores. There are a number of conspicuous examples of highly creditable advertising work being done in connection with the more prominent department stores, but there are equally prominent concerns that daily print a mess of florid and meaningless verbiage. These strange concoctions are always addressed to women. It can be stated positively that women, as a class, do not enjoy reading ads other than those which are written straight to the point, without undue exercise of the much overworked part of speech, the adjective. It is due to the efforts of these gentlemen that one so often hears a woman say, as she throws aside the paper, "Oh, that's only an advertisement." In formulating more concretely the essentials that count for dignity and style in advertising, the following points are generally conceded to be necessary. The diction of the advertising story should be clear and easily understood. Force is gained by ridding the advertisement of everything that will not count for a clearer comprehension of the subject in hand. Clearness and continuity of argument are to be desired. Accurate descriptions of the advertised product, briskly and tersely written, will do more than fulsome praise or glowing self-approbation for any line of honest business. Pictures should be clear cut and bold in drawing and outline. Unessential details should be ruthlessly cut out. Use white space liberally. It often counts for more than printer's ink. Good type display is always essential, with a decided preference for those ads that are set in the latest productions of the type foundry.—*Advertising Experience.*

NEVER indulge in puzzle advertising unless you have money to keep the game too.—*The Advisor.*

THE BALTIMORE AMERICAN

In Baltimore it's the American. In Maryland, Delaware, Northern Virginia and West Virginia it's the *Baltimore American*.

It was long ago demonstrated to the experienced advertiser that it was impossible to cover the States named without the *Baltimore American*. The lesson learned then is remembered to-day, and in selecting his mediums for these *States* the advertiser for profits invariably puts the *Baltimore American* at the head of the list. Why? Because he knows the results sought cannot be secured without it.

The *Baltimore American* goes into more homes, is read by more people, and wields a more potent influence than any other newspaper published south of Mason & Dixon's line.

HERE IS THE PROOF

The *Baltimore American* is the only newspaper published in Maryland, Delaware, Northern Virginia or West Virginia which presents sworn detailed statements of its circulation. Its sworn statement for nine months, from January 1, 1902, to September 30, 1902, showed an **actual daily average of 66,586** copies, or tens of thousands of copies daily more than is claimed by any other newspaper published south of Mason & Dixon's line.

The affidavit is proof of the *Baltimore American's* leadership as to circulation.

In the year 1901 the *Baltimore American* printed more than **5,000,000** *agate lines of paid advertisements*, or a million lines more than were printed by any of its rivals.

There is not a single local or general advertiser who, since 1773, has sought business in this section who has not used the *Baltimore American*, and its patrons in 1901 included those of all its rivals. The patronage is proof of the advertisers' regard for the *Baltimore American*. Experience has proved that it brings results.

IN BALTIMORE IT IS

THE BALTIMORE AMERICAN

THE JUDICIOUS ADVERTISER.

The diligent man will naturally do all he can to enlarge his business. One method is careful and judicious advertising. But as there are many varieties of physiognomy among the various nations of the earth, so we may scan a number of advertisements and find variation upon variation. Some are humorous, some solemn, some argumentative. All good advertisements are not short, yet with all this variety, everyone may be a fine ad. Neither are all good ones long. It is important in writing an ad to describe the article for sale, and at the same time excite the reader's attention so that he may become a possible purchaser. But some advertisers use a great deal of circumlocution, so that he who reads becomes tired of the large amount of verbiage. We all know how unpleasant it is to listen to a talkative, arrogant, superficial man who gives us very little information. So it is with some long winded ads that have a great deal of chaff, but very little wheat. It is a good ad that describes in a clear and interesting manner the advertiser's business, the chief excellencies of his wares and gradually interests the reader so that he begins to think of purchasing. Such an ad need not always be long, but it should hit the nail squarely on the head, and make every word drive it deeper and deeper. Many short ads with clear and racy descriptions, inserted in the right place and at the right time, have won quite respectable fortunes for the judicious and persevering advertiser. Sometimes, if the writer has real humor in his make up, and can enliven his ad with a few comical reflections, or a short anecdote well placed, he may make a good ad, because he at once secures the reader's attention. We know what frequent use political speakers make of jokes and pithy anecdotes to enliven a long speech containing dry statistics and solemn details of political or commercial subjects. There was once a firm of business men who prided themselves on the great dignity and the long established standing

of their house. Their ads were of the stilted variety, pompous and solemn, and yet described quite poorly the various articles they had for sale and the readers were impressed with the pompousness of the concern, but did not get a very clear idea of the firm's goods, or learn that their commodities had any special excellency. An ad of half the length, written in a less pompous manner, would have been productive of far better results. And there is another point. We know that people in the world are afraid of what Mother Grundy will say, and this causes a sense of their own importance to be put too prominently in the foreground. When a good farmer takes his son out into the field to teach him to mow, he shows him how to put the whole swing of his body into his movements. The boy is taught, not to handle a scythe to please a crowd, but to cut down the hay with as little necessary effort as possible. So the good advertiser will leave self in the background, and devote his efforts to a clear exposition of his business. Figuratively speaking, he will swing his whole body on the scythe and to gather in as many profitable customers as possible. And it may be remarked that some few business men think because they have a fair trade they can cease advertising. This seems to be bad policy, because an ad in dull times will tend to retain a customer and when prosperous times again come around, many new customers may generally be expected. Keeping everlastingly at it is the secret of success, as many rich advertisers have proved time and again. As in other lines, business persistency and proper selection of time and place in which to insert an ad are calculated to bring rewards not to be expected by the careless or penurious advertiser. Drive your business and do not let it drive you is a trite saying, but the advertiser who obeys this command will, in the end, go far beyond the man who is too idle and too frequently neglects the important principles upon which any successful business should be conducted.

Largest Circulation in New Jersey. Read the Circulation Figures of

THE Newark Evening News

For Eleven Months of 1902.

The News circulates through the entire northern part of the State, and all along the Jersey coast. It is a high class two-cent newspaper.

THE Newark Sunday News

Is now a little more than one year old and is rapidly increasing in circulation at the popular price of two cents. It is the best two-cent Sunday newspaper in the United States.

CIRCULATION STATEMENT.											
Detailed Statement of the Newark Evening News for Eleven Months of 1902.											
49,707 COPIES AVERAGE NET.											
DAYS.	JANU'Y	FEB'R Y	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.
1	48,767	49,694	50,374	49,831	48,898	48,988	48,988	48,988	48,988	48,988	48,988
2	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
3	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
4	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
5	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
6	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
7	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
8	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
9	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
10	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
11	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
12	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
13	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
14	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
15	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
16	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
17	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
18	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
19	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
20	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
21	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
22	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
23	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
24	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
25	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
26	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
27	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
28	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
29	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
30	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
31	47,712	49,260	50,138	49,138	48,443	48,443	48,443	48,443	48,443	48,443	48,443
NET TOTAL	1,291,245	1,307,555	1,309,148	1,339,238	1,229,064	1,235,703	1,237,017	1,278,068	1,386,712	1,248,304	1,248,304
Net Monthly Ave., 1902	48,510	49,808	50,290	50,332	49,602	49,163	48,277	48,346	49,157	51,380	52,013
Net Monthly Ave., 1901	45,728	46,079	46,318	46,232	46,161	45,736	44,201	43,852	47,182	47,104	48,038
Net Gain Over 1901	2,782	3,729	3,972	4,100	3,441	3,427	4,076	4,494	1,975	4,256	3,975

Actual net circulation during Jan., Feb., March, April, May, June, July, Aug., Sept., Oct. and Nov., 1902, 14,066,992. Daily average, 49,707 net. *** New Year's, 4th of July, Thanksgiving, 1901. Samples, waste, unsold and returnable copies not included in this statement, which is the actual net circulation.

Total run during January, February, March, April, May, June, July, August, September, October and November, 1902, 14,981,951. Daily average, 52,940.

State of New Jersey, County of Essex, ss: WILLIAM P. HENRY, being duly sworn, deposes and says that he is the Business Manager of the NEWARK EVENING NEWS, and that the above given statement of the actual net circulation of the NEWARK EVENING NEWS during the months of January, February, March, April, May, June, July, August, September, October and November, ending Saturday, November 29th, 1902, is true.

[L. S.]

Subscribed and sworn to before me this First Day of December, A. D. 1902.

WM. P. HENRY.

CHAS. F. DODD, Notary Public.

M. LEE STARKE, Manager General Advertising, TRIBUNE BUILDING, NEW YORK.

TRIBUNE BUILDING, CHICAGO, ILL.

INDELIBLE PHRASINGS.

By Joel Benton.

Just why it is that certain expressions in our very ductile English language have the property of indelibility, while others no less grammatically sound melt away, and are soon forgotten, it is not easy to explain. Patrick Henry's revolutionary oratory was not dull at any point, but there is not much more of it that we now remember than this one sentence, "Give me Liberty or give me Death." In Longfellow's "Building of the Ship" the lines are felicitous throughout, but those which stay with us, and are forever to be remembered, are at the end of the poem, beginning with:

"Thou too sail on, O ship of State
Thou too, O Union, good and great."

As it is in literature so it is in the language through which we make a business appeal. No doubt in the former case it is a certain fire and eloquence of expression that prevails to deepen the effect that is made. In advertising, however, there is not much call for those qualities and forcible brevity and some new and taking form of address may make the fertile and far-reaching phrase. Oddity and newness sometimes affect the mind with lasting and beneficial results, if they are not connected with a bad flavor, but there is sometimes something which you cannot quite give a name for that makes a collocation of words in an advertisement hold you up or help to make you reflect. A little bookstore advertisement which happens to be before me in one or two literary journals, and which has been going on for a number of years, has won its way to easy remembrance long ago. This advertisement is scarcely more than ten lines in length, but, however much it is varied, it always begins with these two sentences, in upper and lower-case Nonpareil full-face:

**When Calling please ask for
MR. GRANT.
Whenever you need a book
address Mr. Grant.**

This opening phraseology really tells the whole story the adver-

tiser has to offer and its absolutely unconventional form, and its tenacious reiteration, do the rest.

As another instance not exactly literary, but in one sense spiritual, a phrase of only two words is a case in point, though I do not use "case" in any punning sense. The advertiser to whom I refer sells whiskey, and in the newspaper advertising pages and on the billboards you read of it simply this:

**"WILSON WHISKEY.
That's all."**

What makes this a very strong and a thoroughly mnemonic statement is owing to two things; first, its brevity and second, its sweeping and almost magnificent implication. It might take a whole page to write out all that those two words mean, but it is much better to tell it in the two words given. There is no assault in this upon rival articles, no superfluity of verbiage, no offensive flavor, but merely a hitting of the mark aimed at in its exact center. If advertisers could only remember when they have said all, and stop right there, they would greatly multiply the power of their words, ill chosen or otherwise. A prominent American author told me once that in writing his magazine articles, he began each one with no particular reference to making it concise. The first effort was, he said, to get everything set down, and he wrote the first draught of an article rapidly so that no idea should be lost on the way. His next step was to rewrite the whole with a sole reference to condensation. He would then rewrite it again (and, if necessary) once more. In all this process he would very often cut out and compress a twenty-page article till it made only six pages. The advertiser will find a hint in this suggestion that is worth bearing in mind. He can go for the result it brings in another way, of course, but it is a result that is of prime value. Easy writing, as the maxim goes, makes hard reading. One must study the way of saying things long and well to be effective and to secure indelible results.

THE WORLD

IS KANSAS CITY'S
Popular Newspaper

THESE FIGURES TELL THE STORY:

Circulation Average, November, 1902, -	60,287*
Circulation Average, November, 1901, -	49,965
Daily Circulation Increase GUARANTEED, -	10,322
Total Advertising Published in November, 1902 (lines),	391,457
Total Advertising Published in November, 1901 (lines),	362,609
Total Increase of Advertising Nov., 1902, over Nov., 1901 (lines),	28,848

**Circulation Figures Made Part of the Contract.*

THE WORLD is the only Democratic Daily in Democratic Western Missouri. It covers a field of its own among the best people.

THIS IS ONE OF THE "GOOD LUCK PAPERS."

FOREIGN ADVERTISING DEPARTMENT

B. D. BUTLER, MANAGER.

52 TRIBUNE BLDG., NEW YORK.

TEL. 2807 JOHN.

JAS. F. ANTISDEL.

705 BOYCE BLDG., CHICAGO.

TEL. 481 CENTRAL.

CHAS. D. BERTOLET.

M. LEE STARKE.

Perhaps no more signal evidence has ever been given of the widespread regard in which PRINTERS' INK is held, not only throughout the United States, but also in Canada and in Europe, than the tribute paid to an article which was published in its columns under date of March 12th, 1902. It is to be doubted whether any other publication ever received the compliment of being credited with so many reprints, an acknowledgment extended in most cases to the writer of the article, Mr. M. Lee Starke.

"Daily Newspaper Space as an Investment" was the title of the review in question, and in this Mr. Starke made a special plea in behalf of daily newspapers in general, and evening editions in particular, as the best advertising mediums. Over 300 of the leading dailies in this country reproduced this, as did a large number of those in Canada, it having been copied in full by many, as it was by *The Toronto Globe*. It was treated in this manner also by the leading journals of England.

One enterprising advertising agent had it printed as a pamphlet, giving Mr. Starke credit. In addition he received so many requests for copies that he had it reproduced as a pamphlet himself and had 5,000 struck off. These having been quickly exhausted, a second edition of 25,000 was printed, and now there is a demand for a third edition. Many newspapers have ordered and paid for from 500 to 1,000 copies and placed them in the hands of local advertisers. Aside from all these, quite a number of dailies had the plea printed in pamphlet form in their own job printing establishments and sent them out broadcast. The reader can form his own deduction as to the faith which the average newspaper feels regarding articles published in PRINTERS' INK.

The first suggestion for this plea came from Mr. S. H. Kauffmann, president of the *Evening Star* Newspaper Co., Washington, D. C., but its inspiration is more due to Mr. George P. Rowell than to any other living man. Mr. Rowell is, without doubt, entitled to more credit for the prominence of newspapers as advertising mediums than any other man on the Continent, and few of the great dailies fail to concede their obligations to him.

As to the comparative merits of the morning and evening editions, one of the leading Chicago agents, Mr. Charles H. Fuller, recently stated in an interview to the San Francisco *Bulletin* that it was his conviction that the evening newspaper is the medium of the future.

Whatever may be the merits of that question—and none know better than the Little Schoolmaster the amount of controversy it has evoked—Mr. Starke, who wrote the plea, is one of the staunchest of the advocates of the evening edition. Aside from his stand on that question, Mr. Starke's career since arrival in New York, ten years ago, has been very individual, and his system of newspaper representation unique. When starting for himself, after leaving the Scripps-McRae League of Newspapers four years ago, he formulated the following plan, to which he has unflinchingly adhered:

First—All papers handled by him must be afternoon papers, preferably those having six issues. Second—Each paper added to his list should not only be an afternoon paper, but the leading paper of its city and neighborhood. Third—Each paper must be independent politically. Fourth—It must not carry advertising of a questionable nature, such as "weak men," etc., etc. Fifth—It must publish a sworn detailed statement of its circulation every day for twelve months in each year, showing the net average after deducting all spoiled copies, copies to advertisers, etc. Sixth—The rate must be the same to all advertisers, local and general. Seventh—He would represent no paper on which it could be proven that its rates were cut. Eighth—All advertisers getting positions must pay for it.

It will be seen that these were revolutionary restrictions, and precluded a large list. Nevertheless it satisfied Mr. Starke, even though few papers were willing to accede. In due time he secured the five sterling evening dailies he now has—first, the *Washington Star*; second, the *Baltimore News*; then the *Indianapolis News*, the *Newark News*, and the *Montreal Star*. He has made a success of his representation of this list, and has consequently been forced to refuse many morning papers, though in some instances offered tempting salaries. Unlike most New York representa-

tives, as a cardinal principle, he has adopted a salary basis with all the publications he represents. He abrogates the usual relationship of special agent also, and is the general advertising manager of all his papers, even though

editions of the *Journal*, the paper in question. This disclosed that the circulation of the latter was nearly double that of the former, and that the solicitors for the evening edition had been instructed to practically plead with ad-



MR. M. LEE STARKE.

he is non-resident. His extreme stand for evening editions provoked a leading New York morning daily to make an editorial attack. Mr. Starke thereupon investigated the comparative circulation of the morning and evening

vertisers to use the morning edition. Mr. Starke claims that this result from the paper of largest circulation in the whole world is the strongest plea in favor of evening editions which can be adduced.

CHRISTMAS ADVERTISING.

SOME IDEAS FROM THE HUB OF THE CANADIAN WEST.

Many of our American cousins labor under the delusion that Winnipeg, Manitoba, is an iceberg town in the midst of a frozen country. They are now beginning to discover, however, that it is a busy, comfortable city, destined in a few years to become the Chicago of the Northwest. The three daily newspapers are bright and up-to-date, well patronized, and their advertising pages contain some ideas that may be of use to merchants elsewhere. At present they team with holiday suggestions, and some classes of business men not generally considered as enterprising advertisers are coming boldly to the front. Jewelers, for instance, are not usually regarded as a source of revenue to the advertising department, but a very noticeable feature in the *Free Press* lately was D. R. Dingwall's half page under the heading "Specials for Christmas." A large group illustration of about a dozen plated and solid silver articles formed the center-piece. Each article was numbered and the names and prices given in a neat small type paragraph at the bottom. Around this were groups of stick-pins, watches, clocks, rings and pearl pendants, while one corner was devoted to a number of diamond pendants, sunbursts and brooches, ranging in price up to \$500. The various lines were well illustrated and briefly described, prices being given in each case. Scattered here and there were brief, pungent paragraphs setting forth the sterling quality and reasonable prices of the goods, and cordially inviting inspection. Mail order directions were plainly given, and altogether it should have proved to be a paying experiment. This firm runs a daily ad, about one-eighth column, each specializing some special line.

In the same issue as the special referred to before, was the quarter-page announcement of a rival jeweler, Porte, extending across the top of the page and divided into three sections, dealing in a general way with his lines of watches, cut glass and diamonds. Prices were not given, but attention was secured by a prominently displayed special at the top, offering one line at a smart reduction. The sporting goods men are also unusually prominent, one house bringing out a full page under the heading "Christmas Suggestions from

the Big Sporting Goods House of the West. A Glance at this will Save you much Thought and Worry." The page was divided into sections for skates, hockey and football supplies, sleds and toboggans, arms, boxing gloves and exercisers, games and miscellaneous. Several leading lines of each were carefully described, each article priced and the whole well illustrated with cuts of the goods and simple sporting scenes. In the very center prominence was given to the several catalogues issued by the firm, containing full descriptions, cuts and prices of all their goods, which would be mailed on request. A leading hardware firm has been running all month their regular space, but devoted entirely to a bargain table containing broken lines from all parts of the house, much reduced in price and affording many chances of selecting presents to unusual advantage.

Prices are not given, only hints of the reduction. A similar series proved its value last season. The biggest thing in the line of newspaper advertising which has been undertaken in the city during the year was the five-page holiday announcement of the Hudsons Bay Company on November 29th, covering nearly all the lines carried by this mammoth store. The first half-page announced their opening sale of new and exclusive holiday goods, reminding customers in the city and out-of-town that Christmas was "just around the corner," and urging them to purchase while stocks were still complete. This part was well displayed and strikingly illustrated by Santa Claus pictures, and had a bright holiday appearance. The remainder of the page was devoted to books, games, stationery and toys, many lines being carefully described and also illustrated. The second page contained more about toys, also pictures, toilet articles and watches, while the third went into silver-plated goods, cut glass, fancy china, sporting goods, provisions and cigars, prices being quoted for each line mentioned. The fourth page was given over to the needs of the inner man, such as confectionery, wines and liquors and Christmas groceries, one corner being surrendered to the carpet and curtain man. The last page dealt with clothing and furnishings. Each department went fully into descriptions and prices of leading lines, and the whole was illustrated with very good cuts of the

articles. Rush order coupons were printed at the lower right-hand corner of alternate pages, entitling the order to special despatch, the idea being to induce early buying. The whole effect was both striking and pleasing. The firm took this method of reaching both city and mail order customers in preference to printing and mailing a special Christmas catalogue. The success of the same plan last year induced them to repeat it this season.

The Hudsons Bay Co. have also adopted a plan of advertising Christmas hampers, ten of them, five being filled with what they describe as "generous assortment of the goodly things that make the holiday season enjoyable," such as poultry, Christmas groceries, confectionery and fruit, each containing sufficient for any family, and ranging in price from \$2.75 to \$10.75. The other five contain assortments of wines and liquors, and sell at from \$5.50 to \$12.25. The boxes are strong, firmly fastened, locked with patent lead seals. The ad is surmounted by a picture of the Christmas Angel surrounded by various good things, which she is packing into the hampers. Grocers might find this a profitable and publicity-attracting scheme, especially if they have any out-of-town customers. The contents, should, of course, be carefully assorted.

J. H. MORROW.

HUGHES'S TROUBLES.

Hughes could not be praised for the beauty of his chirography, but there was a quaint originality about it that might entitle him to be called the Beardsley of penmen. One day he wrote to a lady customer in Winsted, Conn., calling her attention to a slight account which was overdue. About a month later Hughes received his reply—a letter from a company in Milton, O., giving the prices of their line of carriages.

"HE WHO DESPISES WOMAN'S
COUNSEL IS NO WISER THAN
HE SHOULD BE."

Appeal not to her vanity. If she be vain, she is most flattered by your assumption that she is not. To appeal to her, the advertisement must first be neat. Distinctive, but not glaring, must be the effect, with that subtle balance of color and geometric form which so few printers really grasp. For effectiveness, nothing excels the picture, provided it be rehned, in good taste and illustrative of the point at issue. It is the dainty, graceful, pretty picture that sells the dollar-and-a-quarter petticoat. She sees, admires, would like to look at the same; goes, examines, thinks the article not up to the picture but reasons that, after all, it is cheap at the price; buys, tells—and helps to sell more. By the way of "irrelevant" illustration, the domestic subject, in almost any of its innumerable phases, stands unquestionably first. Next, let the design be artistic, rather than gaudy. It may be "swell" and "corking" and even "howling" but, after all, the women who like that style are few. It would be easy to prove. And it must be courteous in spirit. The man who gives a woman his seat in the car, who steps back to let her enter first, who is careful not to bump her umbrella nearly into the middle of the street on a rainy day, all out of the kindness of his heart or for the sake of a gallant memory for one only, will write the advertisement that quickest convinces the woman reader. Extravagance of statement is offensive to nearly every woman, especially in an advertisement. She does not care to be too familiarly addressed and superlatives are conducive to incredulity. The ads of bombastically big basement bargains bear hold proximity to profanity when they proclaim, in alluring alliterations, a mighty millinery monstrosity—ever vulgar. Above all things, the business-bringing ad for women must ring with sincerity and candor, and must be truthful to the testing. Once deceive her and sometimes she may forget, but more probably she will remember, and at any rate will first tell all her friends to beware of the villain. On the other hand, if she finds your word is good, she comes again and sends her neighbor.—*Helen Mar Shaw, in Judicious Advertising.*

ONE EDITION ONLY.

In most cities the paper of many editions has the largest circulation. Not so in Washington, for there THE EVENING STAR with its one edition prints regularly every afternoon at half-past three a paper for practically every house in the city.

M. LEE STARKE,

Manager General Advertising,

Tribune Building,
NEW YORK.

Tribune Building,
CHICAGO.

For the purpose of fostering an ambition to produce good retail advertisements PRINTERS' INK will open on December 24 a

RETAILERS' CONTEST

of advertisements. Any reader or person may send an ad which he or she notices in any newspaper for entry in this contest. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed RETAILERS' AD CONTEST, *Care Editor* PRINTERS' INK, 10 Spruce Street, New York.

FIRST WEEK.

In response to the competition announced in the adjoining column 13 ads were received in time for consideration and report in this issue. The advertisement reproduced below was deemed the best of all submitted. It was sent in by A. Lewis, 200 Lair Ave., Warren, Ohio, and it appeared in the Warren, Ohio, *Daily Chronicle*, of August 25, 1902. A coupon, good for a year's subscription to PRINTERS' INK, was mailed to the sender of this ad as stated in the conditions of the contest.

**If a farm you would sell
And your mind is not clear,
The advice of one skilled
Is offered you here.**

If a member of your family was sick you would not even for a moment think of sending for a horse doctor. You would send for a specialist who had a reputation for treating that particular illness. Why not make use of the same good judgment in placing your farm property in the hands of a specialist?

27 


(Twenty-seven)

FARMS have been sold through my farm agency since April 20th, 1900. No other real estate firm or individual agent in Trumbull county can truthfully say as much. If you have a farm for sale I will be pleased to have you write, telephone or call at my office and learn my wonderful and successful method for selling farms.

E. H. KISTLER

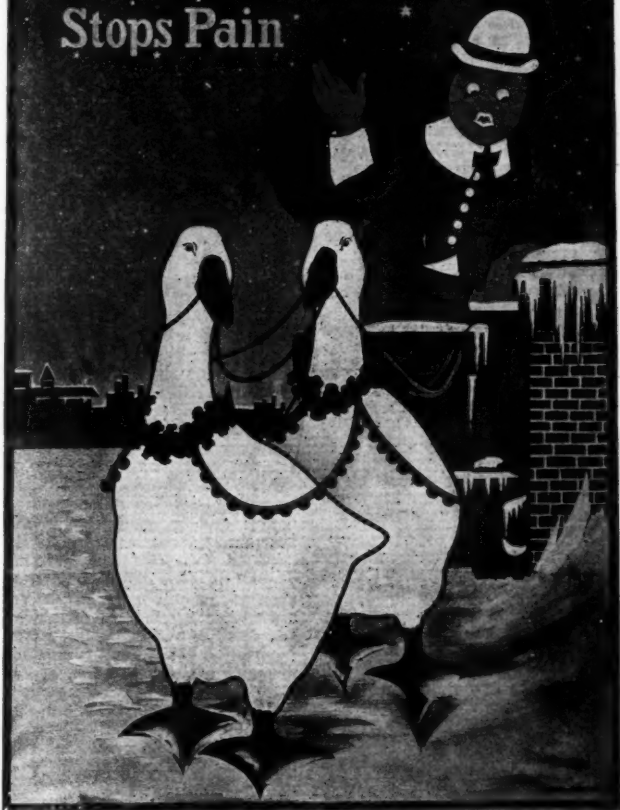
Specialist in selling country properties.

Office: Room 14, Franklin Block, Warren, Ohio.

 Warren & Niles Phone—Office No. 725, Residence No. 726.

Omega Oil

Stops Pain



"THE BOY AND GESE OF OMEGA OIL ARE SENSELESS, MEANINGLESS, FOOLISH. NOT ONE MAN IN A MILLION WOULD BE WILLING TO STAKE HIS MONEY AND REPUTATION UPON THEM. AND STILL THE FUNNY BOY AND FOOLISH GESE HAVE BECOME NATIONAL CHARACTERS AND HAVE PUT OMEGA OIL INTO NEARLY EVERY DRUG STORE IN THE UNITED STATES AND CANADA. THAT SAME SUBTLE FORCE IS BEHIND THE OMEGA BOY AND THE GESE. YOU CAN'T SEE IT, BUT IT IS THERE."

A CUT will help most any advertisement if applied in the right place—some mean ones say the right place most always is in the vicinity of the advertising manager's salary.—*White's Sayings*.

ANY dealer will sell that for which there is a demand—hence it is up to you to create that demand—and you had better study well the plans for creating it.—*The Advisor*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, DEC. 24, 1902.

IN advertising, a good name is more to be desired than great riches. It is really the end of advertising. Over and over again the sages who write advice tell the business man that he must never let up on his publicity—that to be effective it must be continuous. Why? Simply because the effect of each ad, even in general campaigns, is a limited thing. Results may come from advertising a year after the ad was printed, but there is bound to be a time when the ad dies. The only thing that lives as the result of wise advertising, coupled with able, honest merchandising, is reputation—the good name.

* * *

It is the most valuable asset that an advertiser can acquire—the only asset that he can show for his expenditure after immediate returns are in. If the appropriation isn't translated into reputation it is largely wasted, save for the transitory returns. Reputation is the interest on publicity. It gives a basis for future operations. It is the thing of which much has been said lately—cumulative effect. Unless publicity has this cumulative effect it is as transitory as a tale that is told.

* * *

Each separate ad in every campaign must do its share toward spreading knowledge about the worth of the goods, if it is a general campaign, or about the store policy if it is a local retail campaign. There are no accurate sta-

tistics in the matter, but it is safe to state that rather more than half of all the successful publicity being printed to-day in magazines and dailies is directed solely to the creation of a good name for the house that pays the space bills.

* * *

The Gorham Company's silverware advertising never mentions prices. It seldom describes a definite article. It does not ever offer a booklet, but simply asks the reader to remember the word "Gorham" in connection with silver, and to step into his local jeweler's when he has the time and see the solid, artistic, beautiful things that it represents. At all times there is a steady current of magazine publicity behind this name, and at intervals the Gorham Company spends \$50,000 or \$100,000 in dailies to the same end.

* * *

The reputation of the Wanamaker stores is the underlying motive of each individual bargain advertised in the daily ad. Run through the pages of any magazine or any prominent daily paper and the proportion of advertisers who make reputation the main purpose is fully three to the single advertiser who seeks only immediate results. The advertiser who relies on the building of reputation is in dailies and magazines year after year, and the name and good will of his business is appraised in the hundreds of thousands of dollars, and even in the millions, when he sells out to retire. The advertiser who seeks simply the immediate returns from month to month inevitably disappears after a season, and the place that knew him knows him no more. Therefore, if you advertise let your publicity be directed toward the creation of a good name that nothing can withstand. Make it a tradition.

MR. JAMES S. BONRIGHT, of the Supplee Hardware Company, Philadelphia sends his check for a five years' subscription to *PRINTERS' INK*, saying that he considers the opportunity which the Little Schoolmaster offers under the special clubbing rates, "like finding money."

THERE are probably many publishers in the United States unaware of the fact that by simply putting the Librarian of the Congressional Library at Washington on their complimentary list they can have their paper bound and preserved in the most complete collection of bound newspaper files, foreign and domestic, in the world.

"My Advertising Partner" is a paper-bound book of 140 pages, compiled by E. J. Salt, advertising manager of F. & R. Lazarus & Co., Columbus, Ohio. Besides much of Mr. Salt's occasional poetry it contains suggestions for writing publicity for many lines of goods—shoes, hats, clothing, groceries, jewelry, drugs, pianos, furniture and like retail commodities. Some of the matter savors of the scissors, but in the main it is practical and business-like, and the man who is hard pressed for time will doubtless find a certain amount of inspiration in its pages.

CHARLES B. PEET, one of the founders of the firm of Rogers, Peet & Company, died suddenly at his home in Plainfield, N. J., December 11. Mr. Peet was sixty-five years old, and though retaining an interest in the firm had not been active in its affairs during the past fifteen years. Born in Chillicothe, Ohio, he came to New York as a young man and was employed in the well-known clothing house of James Wilde, Jr. During the middle sixties he became junior partner in the house of Carter, Kirkland & Co., and in 1874 this firm took its present name, its first store being the one abandoned last spring at Broadway and Prince street. Mr. Peet withdrew from the clothing business in 1888 and became president of the United States Mutual Accident Association, and later one of the vice-presidents of the United States Casualty Company. This post he occupied at the time of his death. Mr. Peet married early in life a Miss Mowery, who died some years ago. He left no children. He was for years an active member of the old Manhattan Club and popular socially as well as in his business life.

EVERY class now seems to have a special newspaper or organ in Paris. A weekly has now been started in the interests of the police.

THE Ruppert Shoe has been very successfully advertised in Chicago by means of bulletin boards bearing simple, striking and seasonable designs. Mr. Ruppert thinks that painted bulletin boards are a very good medium for merchants in small cities, especially as an influence upon country trade. In a recent issue of the *Shoe Retailer* he says:

The country merchant should have a bill-board of good size on every road leading into town, which, at the most, would be three or four. The first year's cost to build and paint them should not exceed \$100 for four 25x12 foot-boards; \$5 in merchandise would pay for the ground lease. The cost for the maintaining and repainting of the boards during the succeeding years would not exceed \$50. He should have them original, clean and fresh. If he does not want to advertise some certain article at a low price, let him advertise some certain fact, some feature or motto of his business. It's easy enough. Let him advertise his honesty, quick delivery of goods, or superiority of merchandise in new language and original, catchy phrases, and then stick to it and make true what his advertisements proclaim, and success is sure to follow.

Locations of this sort are not costly. The Little Schoolmaster recently talked with a merchant who had made considerable success with this kind of advertising, placing painted boards within twenty-five miles of his town, as well as painting them on out buildings when they could be secured. He had found that it was not wise to offer cash for such privileges, as owners were likely to put exaggerated estimates upon locations when negotiations were conducted on a money basis. In some instances contracts were made with goods as a consideration, but in many more the space was paid for with subscriptions to five or ten dollars' worth of magazines, dailies or farm publications, the owner of the location making his selections and the merchant forwarding his name with the cash.

LAST call—one week more.

IN this day and age advertising is the foundation of all successful business.

One of the best thought stimulants for our members who are engaged in business either as principals or clerks is PRINTERS' INK. It is the father of advertising papers and repays careful reading.—*Cincinnati Young Men's Christian Association News for December, 1902.*

THE close of the third year of Colonel Harvey's management of the reorganized house of Harper & Brothers was marked by page ads in New York dailies on November 27 and 28, in which it was claimed that the Harper periodicals had gained a net increase of 2,539,140 during the year ending September 30. Cash receipts for the same period were \$636,998 in excess of those for the previous year. The *North American Review*, which has become a Harper publication only since the change of management, claims an increase of 300 per cent, or a circulation larger than that of all the English reviews combined. There is no question that the *Weekly, Bazaar, Monthly* and *North American Review* have been vastly improved under the new regime, in the editorial, mechanical and business details, and the house has met with substantial support from the reading public. Perhaps the good folks in Franklin Square will some day progress to the point where they will tell even more definite things about circulations. Who knows? Upon this point the *New York Times* said:

If the increase had been confined to one weekly periodical it would have amounted to some fifty thousand copies; if to one monthly, it would have amounted to something like two hundred thousand copies. Anybody who is curious in such matters is at liberty, by comparing the figures of increased circulation with the figures of increased cash returns, to apportion the increase, possibly to his own satisfaction, bearing in mind that the *North American Review* has become a Harper publication only since the change, and that it was the success of Col. Harvey in increasing the circulation of that periodical that designated him as the most suitable and promising manager of the great affairs of "the old house." But the reorganized house resembles the old house in this, that its prosperity represents a boon conferred upon the whole reading public of the United States and is matter for unmixed public congratulation.

Good advertising is powerless without the support of good goods.

FOR some time the Postoffice Department has been testing a system of street car mail boxes in Grand Rapids, Mich., according to the *Detroit Journal*. The cars are fitted with special drop boxes on the side, and the man with a "hurry" letter to post simply slips it through a slot in the first street car that he sees traveling toward the postoffice or railroad depot. The experiments have been very successful, and Postmaster-General Payne proposes to proceed with the system on a larger scale. Besides adding to the convenience of the public it greatly facilitates the handling of mail in cities.

PRINTERS' INK prints a list of daily papers in Texas "believed to publish as many as 2,500 copies daily." The list does not include the *Houston Chronicle*, *Fort Worth Telegram*, *Austin Tribune* or the *Beaumont Journal*. The *Journal* refused to give the publishers of PRINTERS' INK an advertisement for their newspaper directory. What was the grievance against the *Chronicle*, *Telegram* and *Tribune*?—*Beaumont, Texas, Daily Journal, Nov. 25, 1902.*

With the exception of the *Houston Chronicle*, PRINTERS' INK had never heard that either of the other papers mentioned claimed to print even half as many as 2,500 copies. Sometimes a publisher runs off a large edition containing the portrait of a favorite candidate for Alderman or some like interesting matter and gets the impression, because he printed four times as many copies yesterday as is usual, his circulation has become four times as large as it really is. Then if this man cannot get his impressions into the *American Newspaper Directory* or PRINTERS' INK, he is apt to think it's because he don't advertise in those publications. A paper in Nebraska, the *Omaha Bee*, once furnished the *Directory* with what proved to be a lying circulation statement and when that fact was exposed, asserted that the alleged ill-treatment on the part of PRINTERS' INK came about because the *Bee* did not advertise in PRINTERS' INK. The fact that at the time it made that assertion it was right in the middle of a contract for a service for which it was paying PRINTERS' INK \$2,600 a year did not seem to have any bearing on the case.

THE newspaper advertising of Presto has been temporarily discontinued, as the demands for that new product have entirely outrun the capacity of its sales department. Does advertising pay?

DESPITE the hard, hard things that have been said against calendars as advertising mediums they still find favor with firms that spend appropriations ranging into the hundreds of thousands. The Christmas magazines contain ads for the calendars of Armour & Company, Swift & Company, the N. K. Fairbank Company, Quaker Oats, the Pabst Company, the Burlington Route and the Chicago, Milwaukee & St. Paul Railway. In all instances these calendars are expensive lithographed affairs, with pictures by prominent illustrators. Perhaps the fact that they are sold at from ten to twenty-five cents gives them a distinct advertising value over the cheaper productions scattered broadcast at this season.

THE Houston, Tex., *Chronicle*, which is only fourteen months old, claims the largest daily circulation in Texas for the six days of the week that it is published, with the single exception of the *Dallas News*. The *Chronicle* issues its circulation statements regularly and their accuracy is verified by oath. It is the only daily paper in Texas that makes a sworn circulation statement. It is also the only two-cent paper in Texas. The publishers of the *Chronicle* assert that they are issuing what is considered the most metropolitan daily in the State and have wonderful facilities in Houston for getting their paper into all parts of Texas from twelve to fifteen hours ahead of the morning papers. This accounts for their rapid growth and they believe their era of prosperity is only just well started. There are three million people in Texas, and if the *Chronicle* is not able to show 25,000 circulation within another year's time, Mr. Marcellus E. Foster, managing editor and president of that enterprising establishment, is going to be a very much disappointed man.

"PRINTERS' INK has been a good companion and a good friend to me during several years," writes Mr. G. W. Hean, chemist, Wanganui, New Zealand, when sending the money recently for a five years' subscription. Earnest praise in plain words coming such a long way is vastly appreciated by the Little Schoolmaster, who always did love to be patted on the back.

THE transportation number of the *Scientific American*, issued December 13, contained fifty-two pages, and was bound in a handsome lithograph cover. The advertising in this special amounted to 104 columns, and the articles upon various phases of transportation were highly interesting, especially from the statistical standpoint. Ocean, lake and railroad transportation were covered, together with electric traction. The new North German Lloyd vessel "Kaiser Wilhelm II.," which will arrive on her first trip in March, was described technically by means of measurements and photographs. The statistics of the amount of provision needed by an ocean steamer during a single trip, as well as the statistical treatment of the American railroad, were of the sort to make glad the heart of every Sunday editor so far as attractive setting was concerned, while it is not likely that any informed person would quarrel with the *Scientific American's* facts or figures. Other articles upon lake freighters, auxiliary yachts, the Pacific merchant marine, the growth of the American mercantile navy, block signal systems, air brake development, electric transportation and the American locomotives rounded out one of the best special numbers that the *Scientific American* has issued during the year.

A CHECK for ten dollars, dated and mailed on or before December 31 next, secures PRINTERS' INK for five years.

ADVERTISING should go right to the point and stop when the point is made.

ONE of the most interesting little private publications that reaches the Little Schoolmaster is *Red Cross Notes*, issued by Johnson & Johnson, New Brunswick, N. J. While an advertisement for this firm's surgical and medical appliances, it admirably illustrates the truth that indirect publicity is sometimes more productive of results than that dictated by a narrow policy of printing nothing that does not seem to bring direct returns.

W. D. HOWELLS' new book, "Literature and Life," contains an essay upon "The Art of the Adsmith." Being merely a fanciful view of the art of adwriting by a graceful writer of essays, it contains nothing that will be new to advertising men, and is only mentioned here on the score of the word "adsmith." This word was coined by the Little Schoolmaster many years ago, and used in connection with his first adwriting contest. As a word it was a failure, and has dropped out of use altogether. Some kindly souls who feared for the English language were thoroughly unkindly in their comments upon it. Tried in the crucible of actual use, however, "adsmith" proved inadequate, and was long ago dropped. Its reappearance in Mr. Howells' essay is like the walking of the ghost of Hamlet's father. Other words there be that have found a more stable foothold in advertising literature. "Adwriter" is one that bids fair to last, while the word "ad" is now so thoroughly grafted on the language that it has passed out of advertising journals altogether, and is a necessity in general writing and common speech. Formerly it was used doubtfully, and for several years the most fastidious writers retained the period that made it an abbreviation of "advertisement." But now the fly speck is utilized only by the proprietor of a certain advertising journal published in the vicinity of Fourteenth street and University Place.

HOUSES are built of single bricks or stones, or single pieces of wood. A well constructed advertisement is put together in the same way. There are many goods new to the public, which must be made known through details—description. One should not be afraid of words where they are necessary to the completeness of an advertisement.

If there is no advertising method for you but to adopt others' good things in the advertising way, be careful to adopt principles—not mere ads or detached ideas. There is little virtue in an ad, anyway, when it comes to revamping others' ideas for one's own business. But there is a great deal of virtue in the conditions behind the ad. Catch the substance, not the shadow. If you conclude that "Jim Dumps" is good advertising don't, like the multitude of imitators of such successes, have a weak imitation of verse and pictures made and then put out a few dozen cards in your local street cars, expecting returns. Sit down and ask "Jim" why he is successful, and when he tells you the principles upon which he attracts and sticks in the memory, incorporate them into something along the line of those principles that will suit your own purposes. Likely enough when you know the underlying principle you will see that the ad itself is not worth adapting. Perhaps ninety-nine in the hundred advertisers who plagiarize others' ideas are content with ads and pictures, never inquiring why its originator used them in that particular way, in that particular medium and made a particular line of appeal. These are the main essentials, of course. An ad is only an accessory, and the imitator who steals it bodily because it is bright, pretty convincing or happens to lie in with his own business, usually get little benefit from his plunder. Therefore, if you must adapt—or plagiarize—by all means adapt underlying principles. They are really the property of all, and he originates who applies them in new ways. Catch the spirit of advertising not the letter.

AUSTRIAN medical authorities are of the opinion that Dr. Lorenz, the great Vienna specialist whose progress through the United States has been attended with so much newspaper publicity, is purposely conniving with the papers to obtain advertising. Dr. W. W. Roblee, a Los Angeles physician who has just returned from the Austrian capital, tells the San Francisco *Bulletin* that Dr. Lorenz will be disciplined by his conferees upon his return, and says the Austrian doctors believe that the immense amount of space devoted to the great specialist is all paid for out of his own pocket. The total amount of such an advertising bill, saying nothing of preferred space, would stagger even the Force Company.

NEW YORKERS, who are used to big things, have been astonished during the past week by a painted sign at the corner of Broadway and Spring street, covering the north side of two eleven-story buildings. This sign covers 15,416 square feet of space, and is by far the largest advertising sign ever painted. The picture is the well-known figure of "Sunny Jim," who for so many months has testified to the goodness of "Force," not only over the entire United States, but in the United Kingdom as well. In this picture "Sunny Jim" is 112 feet 6 inches in height. His hat is 17 feet 6 inches tall and 15 feet broad. His nose is 10 feet long. His ear is 3 feet 9 inches high. His arm is 17 feet long. His legs 60 feet long. His thumb extends over a space of 5 feet. The height of his collar is 12 feet 6 inches, and his tie is 7 feet 6 inches in height. His cuffs are 6 feet 3 inches wide. The buttons on the coat are 3 feet 9 inches in diameter, and his cuff buttons are 3 feet 6 inches in length. "Sunny Jim's" feet are 20 feet long, and the cane which he carries is 50 feet in length. His dog, which sports along by his side, is 42 feet 6 inches in height. With this enormous sign, the reading matter is very brief, and fills but a small part of the space. It is as follows:

"Vigor, Vim, Perfect Trim,
'Force' made him 'Sunny Jim.'"

CHICAGO's own "Tom" Murray does not believe in keeping his personal convictions out of his business and advertising. Personality made "Tom," and he knows how to use it to good advantage. In his windows the price cards and other legends are usually with crisp comments on current events, while in certain circumstances "Tom" goes outside his windows to speak his opinion. During the recent coal strike he put out one-sheet posters about Chicago announcing that he would box and pay the freight upon all clothing sent to his store for the Pennsylvania miners, and the response was so quick and warm that several boxes per day were being sent out after the miners had gone back to work. Furthermore, "Tom" says, the people who brought the clothing were not of the laboring classes, but well-to-do and even rich. This advertising was supplemented by two windows called "Nothing to eat" and "Nothing to Arbitrate." The first showed a miner's cottage with a bare table, while the second was a millionaire's dining-room with millionaire fittings and delicacies. These windows attracted wide attention and were freely commented on by Chicago papers. "Tom" avers that he does these things for advertising pure and simple, and thinks it mighty good advertising that serves ends so useful. Regarding the question of raising adverse sentiment against himself and his business, he says that for every person who is disgruntled and driven away from the store more than five become his customers. He finds that it pays to speak one's convictions, for people like a man who is bold, even though they do not agree with him.

THE special subscription rates to PRINTERS' INK expire exactly one week from to-day—on the last day of the year. Make an ante-New Year resolution now and send your subscriptions.

WHATEVER may be said about quantity and quality in circulation, quality is paramount in an advertisement. Better and better for a small advertisement of excellent quality than pages of publicity of indifferent grade. Space counts for much when the text is convincing, but the latter property is and always will be the prime element in any advertisement.

FROM the Geo. H. Ellis Co., printers, Boston, comes a comprehensive little booklet executed for Andrew J. Lloyd & Co., of that city, and intended for distribution among amateur photographers who entrust their negatives to professionals for development and printing. This is a side line of photographic advertising that seems to be overlooked and neglected. This booklet is an excellent example of how such advertising may be done, for it contains a brief talk about Lloyd methods, facilities and work, and winds up with complete price lists for various kinds of service. The printing is commendable, and the embossed covers are highly attractive.

"THE Golden State" is a new California booklet, issued by the Rock Island from its Chicago office. Besides being beautifully printed upon heavy cream paper, inclosed in a cover in color process, it is notable for smooth description and several dozen halftones that are of more than usual interest. Somehow or other the railway booklet halftone always impresses one as an old friend—a view that has been bobbing up in all manner of books and booklets for lo! these many years. The pictures in this little volume, however, are wholly unhackneyed, and commendable for a distinct note of human interest. The text was written by Mr. Henry R. Phelps, who is the author of many similar booklets for various railroads. Mr. Phelps travels extensively in search of material for work of this class, and has written a great deal of railroad advertising for the Rock Island, Erie and other lines, as well as the Frank Presbrey Company.

At a recent poster exhibition held in the Newark, N. J., Library recently, according to the *Times*, about 500 fine examples of work were shown, comprising advertising posters by such well-known artists as Aubrey Beardsley, Will Bradley, Maxfield Parrish, Mucha, Ethel Reed, Edwin A. Abbey and Charles Austin Bates. Sixty posters made for Harper & Brothers by Edward Penfield were included in the exhibition. Mr. Penfield was one of the pioneers in this field. It is a matter worthy of note by all who use outdoor advertising that by far the most striking and attractive of the 500 specimens were those in which the human form appeared, giving the necessary note of human interest.

"THE High Art Handy Book" is a volume published by Strouse & Brothers, Baltimore, and contains 150 small newspaper ads to be used by retailers who handle this firm's High Art Insured Clothing. Each ad is confined to a brief paragraph, with a small cut after the Rogers-Peet manner. It would seem as though some of the fashion talk woven into the series would be rather stale a year hence, for the ads are designed to be used daily. Nor is it apparent just how the retailer is to obtain the cuts that the preface strongly urges him to use. It is not evident from a careful examination of the book that these cuts are supplied free or sold by Strouse & Brothers, though it would seem the most natural thing in the world for the firm to furnish a convenient cut service. The preface of the book contains a great deal of sensible, practical advice about writing retail clothing publicity, and the retailer who masters it will be likely to write much better ads than those in the book itself. Twelve styles of display are shown, while in the back of the volume is a meaty paper on window trimming and window cards, together with forceful legends and some halftone plates showing methods of displaying garments to the best advantage. The book was compiled by the Kaufman Advertising Agency, New York.

BEGINNING with February 1, 1903, the subscription price of the *Saturday Evening Post* will be doubled. The Curtis Publishing Co. will make the periodical larger and better and double its value. Subscriptions at the old price—one dollar per year—will be accepted till January 31, 1903. The *Saturday Evening Post* has been published for one hundred and seventy-four years and now has a paid circulation of more than four hundred thousand copies weekly. It is the oldest, strongest and best weekly magazine and has the largest circulation of any weekly except one, a juvenile periodical, published in Boston.

THE ill-feeling that has long existed over cut prices in books between R. H. Macy & Co. and the publishers and booksellers has finally been brought into the courts. On December 10, according to the *Times*, Isador and Nathan Straus, composing this firm, applied for an injunction restraining the American Publishers' Association and the American Booksellers' Association from acting under a certain agreement to stop selling books to Macy's, because that firm claimed the right to sell the books at cut prices. It was also requested that the injunction include the prevention of a blacklisting crusade against them. Ex-Secretary John G. Carlisle and other well-known lawyers represented the plaintiffs, and Col. Stephen H. Olin appeared for the book dealers. Col. Olin admitted that the book publishers and sellers had entered into agreements to maintain the prices of books. The plaintiffs' lawyers dwelt on the New York State law forbidding the union of interests to maintain high prices on commodities and necessities of life. He said that books were necessary in this civilized age, and that a combination to keep up book prices was plainly unlawful. The law referred to, he said, was enacted by the Legislature in 1897 and was known as the Donnelly act. It was known also as the "anti-trust law," and an opinion of the Court of Appeals had sustained his contention. Decision was reserved.

BREVITY is an excellent quality in an advertisement, if it be not overdone. The people of Laconia practiced it until they ran it into ridicule. It is better to string out a story and complete it than to leave it half told. Brevity, it is true, is the essence of wit, but not of advertisement writing when it is apt to obscure the thought of the writer.

"As every business needs advertising, so every business man has certain advertising needs," says Bert M. Moses. "This is a fact overlooked by publishers. The small shopkeeper pays more in proportion for his space than the large proprietary advertiser, where he really needs small spaces at reasonable rates. Only by contracting for more space than he can use profitably will he put himself on a footing with the advertiser who takes several thousand inches annually, and as a result he spends too much. The small business man who advertises is only the odd man in every hundred, however. The other ninety-nine never advertise simply because they cannot afford to buy newspaper space. It ought to be as easy for the little fellow to advertise in newspapers as for the big fellow. The space will benefit any line if it can be had on reasonable terms. Instead of selling just the sort of service that is adapted to each business, however, the publishers aim to get a man into advertising and then try to see how much money they can make him spend, instead of how little. If rates were put on a more equitable basis there would be many times as much advertising, for publicity is no exception to the laws of supply and demand. Cheapen it and it will be more widely used."

ONE week more—
PRINTERS' INK, five years
for ten dollars. The ad-
vertising man of good
sense will come in before
the time is up.

THE present ambition of Montgomery Ward & Co., Chicago, it is said, is to send a carload of mail matter, representing one day's business to Washington by express, mailing it there through the local postoffice as an object lesson to the Postoffice Department. This desire grows out of the inadequate postal facilities provided at Chicago. From the time an average citizen places a letter or package in a street box the Chicago postoffice assumes all the expense of handling it until it is put upon a train, but large firms like Montgomery Ward & Co. can get efficient service only by bearing part of the expense of handling themselves, it is alleged. Outgoing mail is sorted on the firm's premises by its own employees, and by an arrangement with the local postal authorities the stamps are canceled under the eye of an inspector. The pouches are then put aboard trains without being opened at the Chicago postoffice. A similar arrangement obtains in the mailing of advertising literature, each printing office working upon large runs for the firm having a mailing department. This work entails heavy expenses to Montgomery Ward & Co. every year. Some time ago the Chicago postoffice authorities decided that wagons could not be sent for the firm's mail, but that the pouches must be delivered at the postoffice. For several days every mail box in the downtown district was regularly stuffed with Montgomery Ward matter, however, and as fast as collectors emptied them they were filled again. In less than a week the department reversed its ruling. Much has been said about the beauties of government ownership of such public utilities as the express companies and railroads, and as an instance of successful management of such conveniences the Postoffice Department has done duty as a great example. But it is likely that a revolution would be precipitated very quickly if any private corporation conducted its affairs by a system so full of inconsistencies as that of the Postoffice Department.

A LITTLE lie ruins a big ad.

ADVERTISING should always be an investment—never a contribution.
—Frank E. Moynihan.

THE practice of wholesalers to assist retailers in the advertising and sale of staple goods is now followed more and more by those firms who have a clear conception of the value of publicity. They frequently find, however, that the apathy and lack of true understanding on the part of the retailer nullifies to a certain extent, and often to a very large one, the best laid plans—plans which can only be successfully consummated if every link in the chain is helping to lift. All large concerns have this experience and a big percentage of their expenditure is practically lost for the reasons stated above. Advertising is a matter of growth and development with every business, be it large or small; retailers must be educated to it and they must be taught how to use this business force. There is no better way to teach the retailer the value of advertising but to have him read *PRINTERS' INK*, the journal for advertisers, which no man ever read without profiting thereby. To large firms the idea is recommended to subscribe for *PRINTERS' INK* for such a number of copies as they may need after having made a survey of the list of retailers with whom they deal. They may try a certain section of the country or a single State, as they may choose. Their traveling salesmen may be able to submit to them a roll of the most enterprising retailers they visit on their routes, and thus the plan may be tried under the most favorable auspices. The reading of *PRINTERS' INK* will gradually teach the retailer what advertising means, and the outlay for the yearly subscriptions will likely pay well. It will reduce the percentage of waste in the total appropriation spent for the purpose to assist retailers in their publicity, and it will quite likely produce just the results for which you had hoped. Wholesalers have now an unusual opportunity to subscribe to *PRINTERS' INK* for the benefit of their retailers by taking advantage of the clubbing rates now in force. Just one week more from to-day.

A DEFINITION of originality in advertising is: the presenting in an effective manner some ideas not previously offered to the public.

THE most successful novelties are often those that an advertiser devises himself. For one thing, they are usually novel, and in almost every case they are more likely to be suited to his business, commodity and clientele than things devised by a novelty manufacturer who is not in close touch with his peculiar problems. Something of real value must form the basis of novelty advertising. Mere freakish things that amuse or arouse wonder for a moment are soon forgotten. Whitaker & Cromwell, shoe dealers, Fond du Lac, Wis., recently sent out personal letters containing a pair of shoe laces, according to the *Shoe Retailer*. Names of factory employees, store clerks, school teachers and other workers, both men and women, were secured, and the letter gave brief facts about store and stock. The combination, inclosed in an envelope, was handed out just after employees had been paid in large establishments, each being personally addressed, and within fifteen minutes the store was crowded with buyers. Many of the recipients thanked the clerks for the laces. There are probably a dozen trifling articles that the average man and woman has difficulty in buying. Shoe laces, collar buttons, safety pins, court plaster and similar odds and ends seem to slip out of the memory with a diabolical persistence. When they are put into one's hand with a brief business talk the latter is pretty certain of a reading. The method used by Whitaker & Cromwell is capable of adaption to any retail business.

THE following recent deliveries of the oracle have been added to Omega Oil Philosophy:

"Teach thy tongue to say 'I do not know.'"

"To envy anybody is to confess ourselves his inferior."

"Commit a sin twice and you will think it perfectly allowable."

"There is no greater fool than he who thinks himself wise; no one wiser than he who suspects he is a fool."

"There is a power a hundred times more powerful than that of bayonets; it is the power of ideas."

"To discuss an opinion with a fool is like carrying a lantern before a blind man."

Don't confuse Success with Money; the world's greatest men were poor.

"Who ceases to be a friend never was a friend."

Sometimes a man has to strike back; when that time comes hit hard and have it over.

Banish every thought of money for one whole day, and it will be a day of happiness.

Don't dig up the past of the man or woman who is decent now.

There are few successes because there are few who have learned how to think.

"We like to know the weaknesses of eminent persons; it consoles us for our inferiority."

If you possess wisdom people will find it out without you telling them.

"Greece, so much praised for her wisdom, produced but seven wise men."

Do not attempt unless you have faith that you can accomplish.

Be just as careful not to cheat as you are not to be cheated.

To-morrow is a day that never comes; do all your quarreling to-morrow.

"A small coin in a large jar makes a big noise."

Silence is the first resort of the wise and the last resort of the foolish.

"The feeble tremble before opinion, the foolish defy it, the wise judge it, the skillful direct it."

This new series is printed in somewhat blacker type than the ten cards first put out, and a silhouette of the Omega goose is added to give them a different appearance. These cards are now running in the cars of New York, Pittsburg and Chicago, but have been so successful in attracting attention that Mr. Moses contemplates the use of Omega Oil Philosophy as short readers in dailies. The whole list of sayings has also been printed in a tiny booklet for general distribution. Series of the cards are continually being sold to clubs, Young Men's Christian Associations and similar organizations, while Mr. Moses avers that the sayings are frequently quoted against him by advertising solicitors who make contracts or fail to secure business, the favorite being "Ask yourself to-night if you are ashamed of anything you did to-day." The large winter copy of Omega Oil is now being put out. The ads are ten inches triple column, and appear in about 150 dailies in the large cities until May 1. About 250 dailies are now being used altogether.

COMMERCIAL ART CRITICISM.

By George Ethridge, 33 Union Square, New York.

The only possible purpose an illustration can serve is to make an advertisement more prominent, more attractive and either illustrate the text or make some point in regard to the goods advertised which will interest or appeal to the reader. An illustration which fails

visible craft which may be warships or coal barges. Ad No. 2 represents the same central idea brought out in contrasts of light and shadow which make a real picture, one which will catch the eye and which will stand out no matter where it is placed. Practically the same details are used, but the result is manifestly different. If these two advertisements were placed side by side, there can be no question as to which would attract public attention and which would be lost in the shuffle. Incidentally, it may be mentioned that it would probably have cost the advertiser no more to have secured the No. 2 effect than it did



"BLICKLET"
No. 9

THE U. S. NAVY
is another field in which the

Blickensderfer TYPEWRITING MACHINES

are highly commended. Used in a large number of U. S. warships, they are giving every satisfaction, because of the work they do, regardless of condition—at sea or in port.

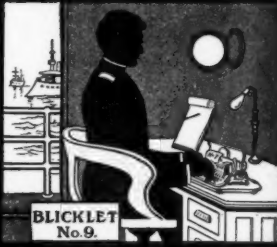
No. 8, \$35.00; No. 7, \$50.00
WEIGHT SIX POUNDS.

BLICKENSDERFER MFG. CO.
STAMFORD, CONN.

225 Broadway, New York. 1008 Chestnut St., Philadelphia, Pa.
140 La Salle St., Chicago, Ill. 10 Wall St., Atlanta, Ga.

No. 1

in these respects is a waste of space. It is better to make a plain type advertisement and leave the illustrative feature out altogether than to occupy expensive space by weak illustrations which possess neither attractiveness nor force. This principle of good advertising is strongly illustrated by advertisements No. 1 and No. 2 reproduced herewith. The original ad, No. 1, occupied one-quarter page magazine space. That it is weak and feeble is obvious. There is no strength or vigor in any part of the illustration and no particular feature of it is brought out with distinctness. The man at the typewriter is a mere shadow. Through what may possibly be a window in the background the keen eye may detect the outline of what is perhaps the ghost of a sailor and through the open door there are

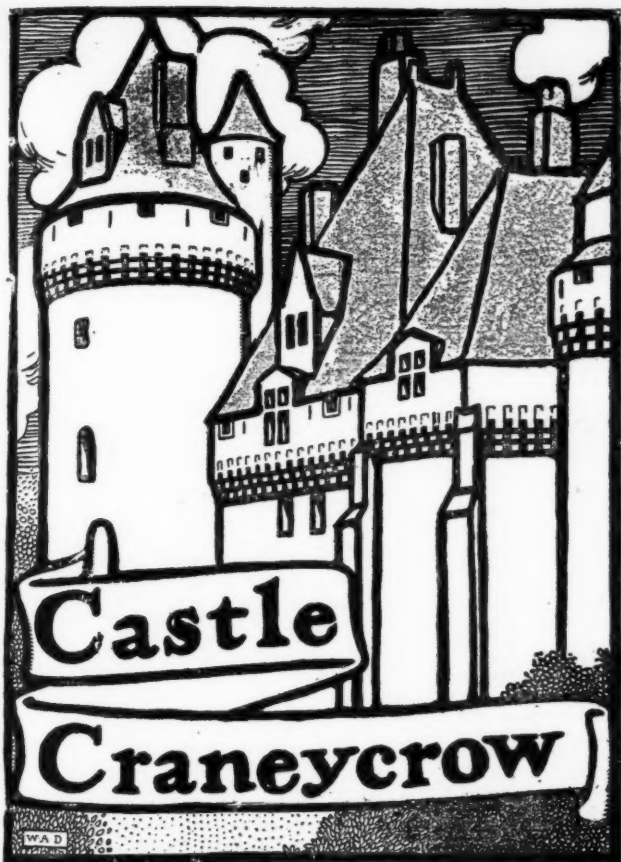


BLICKLET
No. 9.

No. 2.

to get the No. 1 effect. The typewriter in ad No. 2 does not look particularly like a typewriter, and this is due to the fact that the machine in No. 1 was so poorly drawn that it was impossible to copy it accurately. It is not the easiest thing in the world to make a quarter-page ad with a figure in it that will be effective, and the only manner in which it is possible to do so is to work along the lines of the utmost simplicity and absence of cumbersome detail.

ELBOW your way through the throng of competitors by doing good advertising.—*The Advisor.*



Geo. B. Mc Cutcheon

Author of Graustark

THE ABOVE ILLUSTRATION IS TAKEN FROM A FULL-PAGE BOOK AD IN THE LITERARY SUPPLEMENT OF THE NEW YORK "TIMES." IT SHOWS HOW BOOK ADVERTISING HAS DEVELOPED INTO NEW AND BETTER METHODS COMPARED WITH THOSE IN VOGUE A FEW YEARS AGO.

If there is one time more than another that a merchant gives considerable thought to his advertising it is when the printer makes the 75 cent article sell for 15 cents.—*White's Sayings.*

REMEMBER that there are as many touts in the advertising business as at a race course and they all have the dead straight tip where money should be placed.—*White's Sayings.*

THE COWARD "GOOD SENSE SHOE."

For thirty-six consecutive years the sign of James T. Coward, maker of the now well known "Coward Good Sense Shoe," has graced the neighborhood from which it is still displayed. That sign was hung from the building known as "Old Marble Hall," 370 Greenwich street, in 1866. That part of town at the time was still a residential section, and Mr. Coward's early ambition looked little further than to make an impression on local family trade. But the reputation he earned and won from the start broadened his views. In a few years he removed to his present stand, at 270 Greenwich street. Meanwhile the neighborhood changing, gradually developed into a commercial one. Consistent with this, through newer methods, Mr. Coward built up a business that reaches all over the world. Mr. F. I. Armstrong, his advertising manager, says, however, that it was not until 1886 that Mr. Coward began any advertising.

He began by the distribution of hand-bills. These brought results, so that encouraged, he distributed them on a larger scale and more frequently. This determined him to adopt another medium, so he took space in the *Ladies' Home Journal*. It proved so satisfactory that few subsequent issues of that publication have been without Mr. Coward's advertisement. He has also tried many other mediums, and says that he could have retired years ago, a rich man, if he had saved the sums expended on papers which did not pay. Soon after starting his publicity Mr. Coward determined to divide the business into two departments. One was to cater to personal customers and the other was to be purely a mail order trade. To achieve this, he chose the local newspapers to attract customers to the store. For the latter he selected magazines, religious and other publications. He found that few of the former class failed to pay him, although he does not "key" them, but relies on close observation, giving the paper the

benefit of doubt. But the latter have not been so uniformly good. He "keyed" them closely, and so has been forced to reject a large number every season. Those which he now has on his list are all proving excellent pullers of trade, season after season. Mr. Coward's list of daily papers includes the morning and evening editions of the *World*, the *Sun* and the *Journal*, the *Press*, the *Herald*, the *Times* and the *Telegraph*.

For mail order purposes he claims the Coward list cannot be surpassed. It includes the *Ladies' Home Journal*, *Munsey's*, *Youth's Companion*, *McClure's*, the (Phil.) *Saturday Evening Post*, *Success*, *The Christian Advocate*, *Motherhood*, etc. Among these the three first lead, in the order in which they are named. The sixteen years of advertising done by Mr. Coward has yielded him a mail order list of 125,000 names. By a process of elimination and constant care, the percentage of "deadwood" on this list has been reduced to practically nothing. To all these names a catalogue is sent once a year. Most of them represent customers who send to Mr. Coward for all their footwear. As a rule once suited seems to be always suited, and Mr. Coward is enthusiastic on the fact that there are very few complaints concerning his goods. It has always been a rule of the house to defer to the customer, and if there is friction, that the house shall stand all blame. Mr. Armstrong is a believer in the efficacy of "position," believing that it is well worth the added cost. He is also a stickler for the same relative position in the daily papers, day after day. He also believes in illustrating his advertisements. For a long time the Coward advertisements have appeared with the pictures of a baby's foot and a baby's shoe. The same type for head-lines too has been a regular feature, also the catch-phrase "Good Sense." All these have become familiarized to a large proportion of the American public. That baby's foot has indeed produced the impression that Coward shoes are mostly baby shoes. While the firm does make a spe-

cialty of such, they also make shoes for both men and women.

Mr. Armstrong has no "follow-up" system. If the catalogue does not fetch an order, the transaction ends. The proportion of inquiries to orders is about five to one. Perhaps this is under the figure, for as a great many inquiries come from this city or its suburbs, they may and do bring customers to the store, and the sales are therefore credited to the advertisements in the daily papers. Although Mr. Armstrong thinks reading notices effective aids to business, he never pays for them. The trade papers favor the Coward Shoe with occasional "write-ups," although it is never advertised in them.

One feature of the trade won of late years is very gratifying to Mr. Coward. He says, "I do not believe there is a civilized country on the face of the globe to which I do not send my product; of course a clear result of advertising."

The expenditure for advertising the Coward shoe is between \$20,000 and \$25,000 annually. Mr. Coward ascribes his success, second to advertising, to the reputation which he has built up for fitting the hard to fit.

No employee is permitted to sell a shoe that is not amply large at the toes. If, after impressing on the customer that the shoe is too short, the buyer still persists in selecting that size, it is the custom of the house to imprint inside the shoe in red ink the letters—T. S.—too short.

The Sunday editions are never used, Mr. Coward being opposed to them on principle.

J. W. SCHWARTZ.

**KEEP COOL—TAKE IT EASY—AD-
WRITING'S NOT SO HARD,
AFTER ALL.**

It cannot be too strongly impressed upon retail merchants that there is nothing mysterious about the construction of good advertising. If the man who writes the ads would get away from the idea that there is a great deal of difficulty connected with it, he would be a long way towards success.—*St. Paul Trade.*

EASY, simple, fluent language will win over flights of brilliancy burdened with long words.

Clubbing Rate for 1902.



PRINTERS' INK will be sent to any address from now to January 6, 1904, for Five dollars.

PRINTERS' INK will be sent to any address for five years, from now to January 1, 1908, for Ten dollars.

Five copies of PRINTERS' INK ordered by one person, but sent to five different addresses if desired, will be sent from now till January 6, 1904, for Ten dollars.

Any person securing fifty dollars for subscribers, on the terms specified above, may deduct twenty dollars as an agent's commission and remit thirty dollars in full settlement. By these terms a payment of thirty dollars will secure

One subscription for PRINTERS' INK for twenty-five years or

Twenty-five subscriptions for PRINTERS' INK for one year.

These terms hold good until December 31st, 1902, and no longer.

This offer is favorable for advertising schools who wish to present their pupils with a year's subscription to PRINTERS' INK, and for newspaper men who wish their local advertisers to read PRINTERS' INK regularly, and thereby become more intelligent and, therefore, more liberal users of advertising space.

Canvassers may have sample copies free on application.

Address all communications to

**PRINTERS' INK,
10 Spruce Street,
NEW YORK.**

CLASSIFIED POPULARITY IN CHICAGO.

The Chicago *Inter-Ocean* recently published an article showing the growth and increasing popularity of the Chicago Public Library. The main reading room of the Library is the busiest place imaginable, the average week-day attendance being about 2,000. Each visitor wishing to consult a periodical, is required to fill out a slip, giving his name and residence, and the number of the publication as indicated on a printed list. As a means of discovering which publications were seldom referred to and might as well be dropped from the list, Librarian Hild made a careful analysis of the calls for periodicals between September 7 to 12 inclusive and September 25 to 29 inclusive of last year. The analysis thus made presents a most interesting study. The circulation or subscription list of papers or periodicals does not always give a true idea of their relative standing with the reading public. The following shows the number of times each of the publications mentioned in the list was called for, according to the findings of the librarian:

	Calls.
Harper's Weekly	550
Harper's Magazine	496
Century Magazine	356
Frank Leslie's Monthly	325
Scribner's Magazine	263
Youth's Companion	228
Scientific American	213
Munsey's Magazine	131
Scientific American Supplement	125
Cosmopolitan	125
Review of Reviews	114
McClure's Magazine	112
North American Review	102
Forum	97
Army and Navy Journal	62
Ladies' Home Journal	54
Engineering News	49
Godey's	44
Electrical World	41
Railway Review	39
American Machinist	37
Railway Age	33
Iron Age	32
Engineering (London)	32
Cassier's Magazine	28
Electrical Engineer	28
Scientific American, Building Edition	27
American Agriculturist	25
American Architect	22
Electrical Review	22
Inland Architect	20
Architecture and Building	19
Engineering Record	19
Engineering and Mining Journal	18
Engineering Magazine	18
Real Estate and Building Journal	17
Inventive Age	6
Independent	15
English Mechanic	15
Industrial World	14
Street Railway Gazette	12
Painting and Decorating	10
Street Railway Review	10
American Artisan	9
Manufacturer and Builder	9
Builder and Woodworker	6

—Scientific American Folder.

NEVER consider the direct returns as the full measure of results from your advertising—because they seldom are.—*The Advertiser*.

TO TELL A MAN'S AGE.

"You can tell a man's age pretty well by the texture of his skin, by the relative abundance of the hair on his head, and especially by the quality of his voice, but the real touchstone is how much he thinks of the women. This may mean either: That his mind is on them most of the time, and that the rustle of a petticoat (any petticoat) is the most rousing of all susurrous sounds; or it may mean that he rates them high mentally and morally. Something really ought to be done about the English language. It is getting ambiguous and ambiguous every day. But I can't stop now to fix it. I must be getting on. After all, it doesn't matter in this particular instance. It comes to the same thing in the end in either case, for if a man thinks highly of women and does not think of them long at a time, he is no longer young, and he is a boy of twenty-one that thinks of them most of the time, but holds that, though mighty alluring, as far as their having much sense is concerned, it isn't worth talking about. An apparent exception are the old beaux, the men that make a virtue of having all their own teeth, that consciously hollow their backs and hold heads up by rule when they go out walking, whose eyes trail after the girls coming home from high school with their books under their arms. These are apple trees blossoming in a warm October. But they emphasize the fact that apple trees blossom in the early spring."—*Harvey Sutherland, in Ainslee's*.

FIFTY DOLLARS? MIGHT AS WELL TRY WALL STREET.

An advertising trade journal that is "old enough to know better" made the statement not long ago editorially that a man who has fifty dollars is unwise if he does not consider the possibilities of the mail order business. Just such statements as this have done as much as anything to hurt the mail order business. To be sure, great successes have been achieved by men who had less than fifty dollars to start with, but it is absurd to claim that the possession of fifty dollars is a good reason for embarking in the mail order business. A savings bank would, in most cases, be a better place for it.—*Agricultural Advertising*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Four second-hand make-up turtles, with chases adjustable to 8 columns. Address EVENING TELEGRAM, West Superior, Wis.

STORIES of Jewish Life wanted by the AMERICAN ISRAELITE, of Cincinnati. Mark price wanted on manuscript and inclose postage for return if not accepted.

ALL newspaper circulation managers to write for prices and samples of the ten different books published by us and written by Murat Halstead. They make paying premiums. Over 6,000,000 sold. Enormous demand for his latest books. THE DOMINION COMPANY, Dept. D, Chicago.

EVERY publisher who will donate some space to the worthy cause of the Surplus Property Orphans' Home and Industrial School will receive a certificate in colors, suitable for framing in office. Write at once, stating how much you will give.

SURPLUS PROPERTY ORPHANS' HOME,
Box 85, Welsh, La.

WANTED—For New York City and in other principal cities of the United States, correspondents who have the ability and experience to write upon commercial, industrial and financial advertising topics, including the capacity to carry out assignments for interviews. Applicants must possess the faculty to write terse, virile, common sense English—a mind open to observe and conceive. Padders and space wasters are not desired. Write to "A. A. A.," care Box 672, New York City, giving references, short sketch of own life, and experience, if any.

ADVERTISING MEDIA.

THE home advertisers use the CHARLOTTE (N. C.) NEWS.

25 CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass., 40,063. The Brockton ENTERPRISE covers the city.

THE CHARLOTTE NEWS prints more advertising than any other North Carolina daily. It pays.

35 WORDS, one month, 35c., classified column. Circulation 75,000. FACTS AND FICTION, 334 Dearborn St., Chicago.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

TRADE PRESS LIST, Boston, shows through its complete lists the trade publications of the world, under specific headings. A most valuable office reference.

POWELL'S Directory indicates that the CHARLOTTE NEWS and TIMES-DEMOCRAT are two of the best advertising propositions in North Carolina.

TOWN TALK, Ashland, Oregon, is the only Southern Oregon newspaper that makes its circulation known—2,500. The others can't begin to reach us; that's why they remain quiet.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. But other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ADVERTISERS' GUIDE, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 50c. Ad rate 10c. nonpareil line. Close 24th. A postal card request will bring sample.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application.

LARGEST afternoon circulation, largest advertising patronage, most progressive city, most prosperous section of the State. These are some things that commend the CHARLOTTE (N. C.) NEWS.

THE YOUNGSTOWN, O., VINDICATOR, leading newspaper in Eastern Ohio. Daily, Sunday and weekly. Circulation statements and rates for space of LA COSSE & MAXWELL, Nassau Beekman Bldg., N. Y. City.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATH-FINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

TO SMALL ADVERTISERS.

Here is what the editor of Advertising said in his issue of December, 1901:

"It is pretty safe to follow the small advertisers. The man who has but a few dollars to spend cannot afford to throw it away, and when you see his ad in a paper it is a pretty sure sign that the publication is a puller. We have recently noticed one paper (Vick's Family Magazine, Rochester, N. Y.) which carries about 250 small ads, as well as those of large mail-order houses. We would recommend our readers to buy space in this publication. It has 50,000 good circulation, and the rate is only 30 cents a line."

Conditions are better to-day, and Vick's has been pushed hard the past year, and will guarantee 60,000 circulation during 1903.

Rates will advance Feb. 1, 1902.

VICK'S FAMILY MAGAZINE,
Rochester, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

PRINTERS.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

A SMALL SPACE WELL USED

How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like.

This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS.

10 Spruce St., New York.

MISCELLANEOUS.

MANHATTAN PRESS CLIPPING BUREAU, Arthur Cassot, Prop., 3 West 14th St., New York. Clippings of all ads. and items of interest to the trade.

YOU can get a fac-simile reproduction of the Declaration of Independence by sending 20 cents stamps to Lock Box 1,000, Hawley, Minnesota. Will attract more attention than a thousand-dollar painting.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to GEO. F. ROWELL & CO., owners, on the premises.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE

Printers' machinery, material and supplies.

Type from all foundries.

Estimates cheerfully furnished.

Quality above price.

CONNER, FENDLER & CO., N. Y. City.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list.
BASSETT & STEPHEN,
45 Beekman St., New York City.

HALF-TONES.

ALWAYS good half-tone from good copy. Price low, service quick. STANDARD ENGRAVING CO., 61 Ann St., New York.

ILLUSTRATORS AND ILLUSTRATIONS

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

BUSINESS OPPORTUNITIES.

WILL lease to capable man. Democratic country weekly on profit sharing basis, well equipped office, simplex machine, full share county patronage, or will give steady employment to man capable of doing ad and job work and getting out paper. Must be temperate in either case. "CHANCE" care of Printers' Ink.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE.
Sample copy 10 cents, New York City.

FOR SALE.

\$1 BUYS 4 lines—50,000 copies proven.
WOMAN'S WORK, Athens, Georgia.

THE CHARLOTTE NEWS and TIMES-DEMOCRAT have the largest circulations in the best city and county in North Carolina.

YOU can buy space in the Charlotte NEWS at reasonable rates. It carries more advertising than any other North Carolina daily.

SPACE for sale in every issue of FACTS AND FICTION at 20c. per line. Circulation 75,000 monthly. It pulls results that pay. FACTS AND FICTION, Chicago.

NEWSPAPER—One of the best paying country weeklies in Virginia. Good outfit, good business, without competition. Price \$2,100, at least half cash. M. J. WEBB, Lovington, Va.

FOR SALE—Semi-weekly paper at a bargain in ideal Colorado mountain city of 6,000 population. Annual business about \$10,000. Monthly pay roll from railroad, smelter and mines about \$150,000. Price \$8,000, half cash, balance long time. FRANCIS SHINE, Leadville, Colo.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free.
THE SHAW-WALKER CO., Muskegon, Mich.

PREMIUMS.

GREAT patriotic group picture Presidents of the United States (14 historical scenes in background) is best subscription boomer ever offered. Widely advertised at \$1 retail. Circulation managers, write to-day. TEMPLE PUBLISHING CO., 634-169 Jackson Blvd., Chicago.

MURAT HALSTEAD'S books have had remarkable sales. Over 6,000,000 sold in 6 years. Demand steadily increasing. We have published 10 different books by this author. Best of premiums for newspapers and wholesalers. Satisfactory prices. THE DOMINION CO., Dept. D, Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 31st issue now ready; free. S. F. MYERS CO., 45-55 Maiden Lane, N. Y.

BOOKS.

DEPARTMENT STORE DIRECTORY.

\$1 postpaid. 253 Broadway, New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

ADVERTISING NOVELTIES.

DESK CLOCKS, bronze letter openers, thermometers, etc. H. D. PHELPS, Ansonia, Ct.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

AD-RHYMES that have rhythm and life and sense. PARR, Caxton Bldg., Buffalo.

SOUND sense in few words. Try mine. JED SCARBORO, 557a Halsey St., Brooklyn.

DOOLEY sketches and other things to advertise your line. Samples. C. A. McFARLANE, Buffalo, N. Y.

EDWIN SANFORD KARNs, writer and promoter of profitable publicity, 571 East Forty-third St., Chicago.

HENRY FERRIS, his [FF] mark.
918-590 Drexel Building, Philadelphia.
Ad-writer, designer, adviser.

BANKERS and retailers should write on business paper for same price, illustrated advertisements. ART LEAGUE, New York.

THE MISSES HOFFMAN,
1205 Woman's Temple, Chicago, Ill.
Advertising designers, writers and illustrators. Savings bank ads a specialty.

IF you have faith in your product but lack the knack of putting it before the public properly, I am sure I can render valuable assistance. Write to me. DAVID E. GOE, Madison, Wis.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

THE TEST INFALLIBLE.

TActual Advertising is vastly more than a mere bragging match. When a man's mental measure is to be taken, an inch of performance is worth an ell of his promises.

I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards, Newspaper, Magazine and Trade Journal Adverts., etc., etc., and I send out Samples of these to be measured with. I'd be glad to send you a lot if your letter asking for them suggested possible business for me. FRANCIS I. MAULE,
409 Sansom Street,
Philadelphia.

No. 17.

I AIM to make my work salesmanship purely and simply—not merely "writing."
One of my clients writes:

We are very much pleased with the advertising letters you are preparing for us. They reach and influence a class of business, particularly corporations, with whom it was almost impossible for our salesmen to obtain an audience.

We are also very much pleased with the booklet, "Gas Mantle Education." It has been a great help to us in making sales.—The Stillwell Light Co., Philadelphia.

PRINTERS' INK said of this booklet:
The man who compiled it knew that the word advertise means to inform. . . . It is a booklet that makes the reader intimate with the subject, telling him things he wants to know.

I plan, write, design, illustrate and print high-grade advertising literature of all kinds. I'm also ready to talk to a few concerns that are looking for a competent man to give close personal attention to their advertising during 1904. Specimens of my work are shown on a large folder—sent on request.

EDMUND BARTLETT,
150 Nassau St., New York.

CLIPPED AND PASTED

POETRY may bring returns—if a stamp inclosed with it.

A NEW YORK auctioneer announces for sale "oil paintings by some of the ancient masters of the day."

THE difference between a poster and a landlady is that one gets stuck on a billboard and the other on a board bill. —*Philadelphia Record*.

MRS. NEIGHBORS—"Our new girl can't read a word of English."

Mrs. Homer—"What, not even the bargain advertisements?"—*Chicago Record-Herald*.

CUSTOMER (emerging from bargain counter rush)—Help! My leg is broken! Floorwalker—You will find the crutch department, sir, on the fourth floor in the rear.—*Ti-Bits*.

VISITOR—And what brought this poor man to such a pass?

Attendant—Ah, sir, he is the man who got up names for all the new health foods, poor chap.—*Chicago News*.

"He never advertised his business, did he?"

"No; but it's being pretty well advertised now."

"Indeed?"

"Yes; the sheriff is doing it."—*Philadelphia Press*.

A WAX woman in an Oregon dry goods store window is attracting the gaze of the Oregon young men to such an extent that the girls of the town are talking of withdrawing their patronage from the store unless "she" is removed. —*Kansas City Star*.

A CONNECTICUT man applied for a marriage license but couldn't think of the girl's name. I think it is Orlena Farcena," he said. When he returned in half an hour he had it, "Celena Frelin," he said, "I knew it was something like one of the new breakfast foods."—*Kansas City Star*.

Nor Much Difference.—"Was that summer resort as homelike a place as they advertised it to be?" asked Mrs. Jenner Lee Ondego.

"I found it so," replied Mrs. Seldom-Holme. "They had a fuss with the cook regularly every day."—*Chicago Tribune*.

"How did that poem of yours turn out?"

"Oh," answered the author, "there was the difference of opinion that usually attends the production of a masterpiece. The postmaster insisted that it was first class matter and the editor insisted that it was not."—*From the Washington Star*.

"WHATEVER else they may say about Scribbles, he at least writes clean verses." "For instance?" "Well, did you ever read his soap ads in the street cars?"—*Baltimore News*.

A CLINTON county (Mo.) newspaper which advertised recently for a canvasser, received among other replies two applications from young men who said they wanted to enter the circus business badly.

REGGIE—I wish I knew what character to assume at the masquerade party to-morrow night.

Archie—Put a display head on yourself and go as a society column.—*Chicago Tribune*.

SHE had been shopping, and he was naturally disturbed.

"I hope you didn't spend much money while you were downtown today," he remarked.

"Not a cent, except car fare, George," she answered, reassuringly. "I had everything charged."—*Chicago Post*.

HE—I wonder why this periodical is dated a week ahead?

She—Oh, the publisher is a woman, is she not?

He—Yes; but what's that got to do with it?

She—Why, I guess she thought her husband would forget to mail them.—*Yonkers Statesman*.

"WANTED at Once—A competent surgeon to set limbs of seven citizens, the said limbs having been dislocated by Johnson's mule. We do not know what injuries the eighth man sustained, as he went through a shingle-roof and hasn't come down yet. In another column Johnson advertises his mule for sale."—*Atlanta Constitution*.

CHARLES SMITH of the Baxter Springs *News* is battling with the servant girl problem. As an inducement to girls to apply for the vacancy at his house, he says in the *News*: "The *News* family wants a good girl for general housework. Young women contemplating matrimony should apply for the place—every girl who has lived at our house has been married."—*Kansas City Star*.

"How long have we had that manuscript on hand?" asked the magazine editor.

"Eight years," replied the assistant editor.

"Hem! And the author's been buying the magazine every month during that time! If I only knew for certain that he came from a long-lived family I'd keep it eight years longer!"—*Baltimore Sun*.

ILLUSTRATIVE PROCESSES.

NEW YORK, Dec. 15, 1902.

Editor of PRINTERS' INK:

A little information about halftones. The letter from Mrs. Montgomery Evans in PRINTERS' INK of Nov. 26th, asking for information about the illustrative processes of the present day, prompts me to write a few lines on the subject, which, doubtless, is one of great interest to many who sit at the feet of the Little Schoolmaster. In the first place, I would like to correct the impression that Mrs. Evans has, in common, perhaps, with many others nowadays, that the old wood-cut process was "crude and characterless." That this is true enough of most of the cuts used ordinarily in advertising, and in some of the periodicals, I will not deny; but I think I may say, with truth, that there never was a reproductive art, especially for typography: printing, with less of the crude, or more of varied beautiful and suggestive character than many of the better wood-cuts printed in our illustrated magazines aforesaid and still appearing in one as a leading feature. There is so much that could be written on this subject; there are so many beautiful examples to refer to and there are so many honored names, from Berwick and "Father Anderson" to Tim Cole, of engravers whose keen tools wrought such marvels of line, and tone, and suggestion, as to preclude an adequate consideration of it here. Yes, the leading periodicals, as Mrs. Evans truly says, are finely illustrated and there certainly is "a marked advancement over former years"—in average results. Photo-engraving is the answer to her question "What process is now in use?" and the plates prepared by this process, as she and every one knows, are called halftones. The method is one of photography and etching on copper plates. To give a brief description, and also one or two of the "secrets" of the process, the subject to be reproduced is photographed through a screen of lines, engraved on the glasses composing it, which are crossed at right angles. The ray of light reflecting from the original may be scarcely sufficient in the darker parts to affect the negative through the screen; from the lightest parts, however, it may be strong enough to eliminate the lines, all but the point where they cross, which leaves a dot—thus all shades from black to very light are recorded on the negative in lines and dots. The negative, which is a film of gelatine, after being developed is stripped from the glass, reversed, and again mounted on a very thick glass, made thick to withstand the very firm pressure with which it is fastened in the printing frame against the copper plate, when it is exposed to the light and the print made on the plate. To be exact, the print is made on the enamel-like ground, or "top," which is composed largely of glue with bi-chromate of ammonia. The effect of the light on the sensitized glue is to harden it, when it protects the copper from the per-chloride of iron used in biting, or etching out, the unprotected portion. The etched plate is next proved and then the finisher takes it in hand, compares the proof with the original, burnishes it

to make it darker, or re-etches it to make it lighter, if necessary, and thus the finished plate may be made to have all the brilliancy and delicacy of the original, if not all the detail. Now up to this point the process is practically the same for all grades of plates from the coarsest and cheapest to the finest and most expensive. The difference between the fine, brilliant plates in such magazines as *Harper's*, *Century*, *Scribners*, and others and the cheaper goods lies partly in the screen used, the finishing of the plates and the printing and paper of the magazine. If the plates received by the *Century*, for instance, are not made as perfect by the photo-engraver as the art manager thinks they should be, he turns them over to certain men who are most skillful in this line, to finish all over again. They re-etch, burnish, and, being very superior wood engravers, they engrave them where deemed necessary, in the manner of wood engraving—called "wood-cut finish"—and thus achieve reproductions that are sometimes marvels of fidelity, brilliancy and richness of tone. The screen used for such plates are of the finest mesh, 200 lines to the inch, so the engraved lines, or tooling, count for much when used judiciously. The amount of work the plates require varies greatly and the amounts paid these free lance artistic plate finishers are anywhere from five to seventy-five, or more, dollars for finishing and furnishing a dozen or so hand-press proofs of a plate. Then the same care must be bestowed upon the printing and selection of paper, which, for plates of such fine mesh, must be most highly calendered, with a glazed, or coated, surface which admits of the clear, clean printing with both force and delicacy, so much admired. Probably no one periodical may claim to be the pioneer in using halftone plates. Like Topsy, their use "grew." The first argument in their favor was their economy—not only in cost per square inch, but in time. Publishers found that subjects which could not be engraved on wood in less than two or three weeks could be reproduced in halftone in a day or two—or even in a few hours.

This was a powerful argument to the editor when press day was near and the printer was worrying him for the cuts. When halftones improved in quality and were preferred for other reasons than economy, then the wood engraver gradually disappeared until now only one remains—Timothy Cole, whose works will probably continue to adorn and enrich the pages of the *Century* until he has engraved his last old master.—

STEPHEN GREELEY PUTNAM,
28 Perry street.

TO STOP ADVERTISING IS LIKE ABOLISHING YOUR BUSINESS.

It is advisable for established houses not only to have a recognized place of business but also a recognized space for advertising and after the reader learns that the advertisement can be found in one place in the paper it matters little if that space be near reading matter or not, for readers now go to the newspapers as they do to the stores, to find that which they desire.—*Omaha Trade Exhibit.*

A FORT WORTH PRESS COUNTER.

CORSICANA, Texas, Dec. 9, 1902.

Editor of PRINTERS' INK:

If figures given in your book, "Leading Newspapers," for Texas papers is a fair sample of accuracy of circulation figures, your book is worthless. The idea of giving the Fort Worth Register rating along with the Houston Post will bring a smile to the face of any Texas newspaper man. This latter figure is probably reached by the method formerly adopted by the Fort Worth Mail-Telegram, of counting the number of four-page papers printed as the circulation—the counter, which has been in use on press now printing the Register and formerly printing the Mail-Telegram, registering two for each eight-page paper printed; three for each twelve-page paper; four for each sixteen-page paper, etc.

The Houston Post, Chronicle, San Antonio Light, Dallas Times-Herald and other Texas papers which send in honest statements of circulation are placed at a disadvantage by the unfounded claims of papers like the Waco Times-Herald and Fort Worth Register. If you look into these questions you will become satisfied that these suggestions are not made to you without some grounds upon which to base them.

Yours very truly,
SUN-LIGHT PUBLISHING Co.,
Per W. L. Pinkerton.

SCRANTON CASE FIXED UP.

SCRANTON, Pa. Dec. 12, 1902.

Editor of PRINTERS' INK:

Some weeks ago some of the advertising trade journals published articles giving an account of the sensational arrest of our officers on the charge of fraudulently using the mails. Since then, we have been to Washington, and have been able to clear up the matter. In fact, our institute was complimented by the Washington authorities on our methods of instruction.

Yours very truly,
CORRESPONDENCE INSTITUTE OF AMERICA,
Alton F. Clark, President.

BETTER THAN A \$35 COURSE.

THE YOUNG MEN'S CHRISTIAN A'SSN,
AURORA, Ill., Dec. 10, 1902.

Geo. P. Rowell & Co.:

Of the fifty-seven periodicals on file in our reading rooms, PRINTERS' INK is the only one I make it a point to read from cover to cover, ads and all.

It is of very great help to me, not only in preparing our printed matter, but giving me suggestions that may be carried out in the other departments of our work. I believe it is as good, if not better than a \$35 course of advertising. Your recent issue on bank advertising I handed to a banker, and I trust that both he and you may profit by it. Cordially yours,

L. J. Martin
General Secretary.

AFTER a business has reached a certain point of development it may not grow one bit, unless additional force is given to the advertising.—Advertiser.

USEFUL EVERYWHERE.

HOUSE OF REPRESENTATIVES,

WASHINGTON, Dec. 12, 1902.

Editor of PRINTERS' INK:

Many have given testimony to the leading position taken by PRINTERS' INK in the literature of journalism and publicity. Mr. Allan B. Slausen, chief of the newspaper and periodical division of the Congressional Library at Washington, said to the writer: "I regard PRINTERS' INK as the culmination of all information and knowledge in the line of publishing and advertising. It is necessary for me to keep close track of the publications of the country and PRINTERS' INK is a great help. We have a complete file of the magazine in the Congressional Library, with the exception of a few copies and these I am sure we will have in a short time through the recent kind request published by the Little Schoolmaster. The first volumes of PRINTERS' INK were presented to the Library by the Smithsonian Institute and since that time the file has been carefully kept with the volumes received at the Library."

That PRINTERS' INK is popular among patrons of the Library would appear from the much-fingered copies in the reading room. Yours truly,

H. J. MAHIN.

WEIGHTY QUESTIONS.

NEW YORK CITY, Dec. 13, 1902.

Editor of PRINTERS' INK:

More Business, a new PRINTERS' INK baby in its first (January 1903) issue, desires to publish your opinion over your signature, briefly given in a few lines, on the following questions:

(1) Is there room in the business world for more advertisers, or, in other words, will it pay merchants and manufacturers, heretofore non-advertisers, to enter the field of advertising?

(2) If a number should do so, would it diminish the chances of present advertisers, or, in other words, would it be the means of materially decreasing their business?

Trusting that you are sufficiently interested in this subject, and in posting the public in regard to it, to favor us promptly with your opinion, as we go to press, we remain, Very truly,

Editor of "MORE BUSINESS."

99 Nassau street, New York City.

A couple of years ago a college graduate who wished to make a hit as a young newspaper man went to see the late Thomas B. Reed. Being admitted, he made the following query: "Mr. Reed, what is the most important question to-day before the American people?" Reed looked at the young man a few seconds, then drawled out, "Wal—just now I guess its dodging bicycles."

HE is a pretty poor sort of a business man who scorns to call in an advertising man because he thinks he knows all the details of his own business better than any one else knows one detail.—White's Sayings.

ADVERTISING PUBLICATIONS.

No wide-awake advertiser, and less even the unconvinced, hesitant or vacillating advertiser—in short, no merchant or manufacturer whatsoever can afford to ignore the vast fund of information and instruction of experienced suggestion and expert help which the publicitous trade and professional press furnishes its readers. Without invidious comparison the list of publications in which the *Sentinel* regularly advertises may, for this reason, be specially commended. These are:

WEEKLY.

PRINTERS' INK, \$5; 10 Spruce street, New York.

MONTHLIES.

Ad-Sense, \$1; Marquette Building, Chicago. *Advertising Experience*, \$2; Ludington Building, Chicago. *Advertising World*, 35c; Columbus, O. *Advisor*, \$1; St. James Building, New York. *Agricultural Advertising*, \$1; Fisher Building, Chicago. *Class Advertising*, 50c; Monon Building, Chicago. *Current Advertising*, \$2; Vanderbilt Building, New York. *Judicious Advertising*, \$1; Trude Building, Chicago. *Mahin's Magazine*, \$1; Williams Building, Chicago. *Mail Order Journal*, \$1; 119 Dearborn street, Chicago. *Profitable Advertising*, \$2; 140 Boylston street, Boston.—*Milwaukee Sentinel*.

WHO IS SHE?

NEW YORK, N. Y., Dec. 12, 1902.

Editor of PRINTERS' INK:

It is announced in one of the trade journals that an effort is being made to have Congress repeal the fraud order law, and to this end subscription blanks for a fund are being sent out in order to raise the necessary money to engineer the work of bringing about the repeal. Subscriptions of \$500 and more are requested from large advertisers, and it is said that already various persons have pledged themselves for one thousand, and one advertiser for two thousand dollars. Interested parties announce that the desired legislation ought to be obtainable were a proper effort made. Would not the repeal of the law objected to open the way for scores of swindlers to prey upon the public through all kinds of dishonest and swindling propositions? Under existing circumstances it is hard enough for reputable mail order advertisers to make advertising pay, and should the fraud order law be repealed, the better class of mail order advertisers might as well withdraw from the field.

Yours very truly,

Bertha Bernhardtine

SILENCE is eloquent in all but advertising and even there it might often prove golden.—*White's Sayings*.

THE ANSWER IS "YES."

Editor of PRINTERS' INK:

Over a year ago I took out a course of advertising with the Correspondence Institute of America, in Scranton, Pa. I have not studied as I ought or I should have been through long ago. As it is, I am only half through. In fact, I was on the point of giving up when in lesson number eighteen they gave a list of trade papers I should read. I sent for samples to twenty-five different publishers—yours being among them. I have read them all and desire to say that none of them can "hold a candle" to your PRINTERS' INK. Now, as I only get small pay and don't want to be without PRINTERS' INK, I desire to know if it can be bought at the stands. I have received more good ideas and solid sense from the sample copy you kindly sent me than from the whole half of my course in advertising from the school. I note one thing that struck home in this copy (Aug. 13, 1902) and that was about the many ad schools and the very few good adwriters they turned out. This caused me to become discouraged and I hasten to ask you if you think I have a chance. I did not even go through grammar school and therefore my education is limited. But at the same time I believe I have the ability if I can get the proper training. What would you advise? My age is twenty-two and I desire to become something before I get much older. If I write a few small ads and send to you, could you find the time to tell me if I were doing well for the while I have devoted to same? Thanking you in advance for reading this long letter—also for any information and advice you can send, I am,

Sincerely yours,

Jos. C. S. NOTTAGE.

If our admirer tells his news agent that he will buy PRINTERS' INK of him every week, the news agent will be sure to have the Little Schoolmaster ready for delivery. Always provided he is impressed that Mr. Nottage will do as he says and knows what he is talking about.

MUST BE BRIGHT—LIKE THE REST OF US.

"The successful advertising man must be a pretty bright fellow. There are a whole lot of scrubs in the business, I will admit, but they are being eliminated. For a man to sell a page in *Munsey's Magazine* for \$500, or a column in the *Ladie's Home Journal* for \$1,000, takes some little talent. It is selling hot air or whatever you may call it. All you get in tangible form is a copy of the magazine, which you can buy at any news stand for ten cents and here you have paid \$500 or \$1,000 for it as the case may be. The advertising man can never sell anything that can be weighed, or handled, or measured in any manner. Advertising can never be put in a store house like merchandise or commodities."—*Daniel M. Lord before Des Moines (Iowa) Advertisers Club*.

QUAKERS.

Comparatively few Friends now adhere to the plain dress and speech. We never attempted to be "in the fashion," but we certainly have not "gone out of business." There never was a time in the history of the society when we had so many plans for keeping alive. Taking all branches of Friends there has been an increase in the membership in recent years—*Friends' Intelligencer Association, Ltd., Philadelphia.*

PRICES VS. GENERALITIES AGAIN.

The merchant in the small town who wants to land his share of trade must get a move on. Advertising that his goods are the best and his prices the lowest will cut mighty little ice with a woman after she has waded through a page of city advertising. Women want bargains. If they don't buy them they like to read about them and look at them. They like to trade where the crowd goes. There seems to be some sort of fascination about a bargain sale that draws women and, once they become accustomed to this sort of thing, they will have nothing else. They do not care a rap about advertising generalities.—*Michigan Tradesman.*

THE ONE WAY OF POPULARIZING TRADE NAMES.

We were doing a good deal of advertising for an Eastern concern which manufactures firearms. I went to see the president of that company. A other things, that gentleman said to me: "Mr. Lord, I don't know what I would give if you could only get me in touch with the Associated Press, so that whenever a holdup out West takes place, they would mention our product instead of saying 'Winchester.'" I said to him: "Do you think the Associated Press reporters are bribed to say 'Winchester'?" You have not learned the first lesson in advertising. The truth is, the newspaper men have got to the point where they say 'Winchester' when they mean rifle, simply because the Winchester Company has advertised the Winchester rifle until the word 'Winchester' stands for rifle. If you want to get where the Winchester people are before the public, spend a quarter of a million for three years, and it will come as natural for people to mention your shooting-iron as it is for them now to say 'Winchester.'" —*D. M. Lord, in Judicious Advertising.*

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

New York Dramatic Mirror

121 W. 42d St., N. Y. Established 1879. Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U. S. See the line of representative commercial advertisements now running in THE MIRROR. Rates and sample copies on request.

Readers of German Papers

are among the best buyers of proprietary medicines or anything else which they need.

You do not duplicate circulation in advertising in the German papers, as must be the case in the use of English mediums.

The Toledo Express

has covered the German field of Toledo and Northwestern Ohio for forty-nine years and retains the advertising patronage of both local and general advertisers, because it pays. Continuous advertising in the Express brings good results.

Toledo Express Co.,
Toledo, Ohio.

The
Observer
Hoboken N.J.
Circulation...
(Guaranteed)
20,000

The Most Popular Jewish Daily.

DAILY JEWISH HERALD

Established 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

The Volksadvocat Weekly.

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS.

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

Booklets

seem to be fashionable for advertising purposes. If you want to be in style write us. We attend to

Writing, Illustrating, Printing.

It is important that your printing be gotten up in proper style, having paper, display, etc., harmonize. We guarantee our work to be just what you need. Address

PRINTERS' INK PRESS,

10 SPRUCE STREET, NEW YORK.

RIPANS

RIPANS Tabules

Doctors find

A good prescription

For mankind

The 5-cent packet is enough for usual occasions. The family bottle (80 cents) contains a supply for a year. All druggists sell them.

Send For Circular

of an EXPERT'S OPINION of the

CHESTER TIMES.

It is absolutely necessary to use THE TIMES to cover SOUTHEAST PENNSYLVANIA.

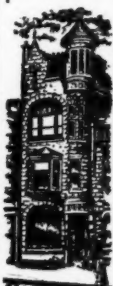
SWORN STATEMENT:

Daily Average for August, **9,177** net

ChesterTimes

WALLACE & SPROUL, Pubs.,
CHAS. R. LONG, Business Manager.

F. R. NORTHRUP, 220 Broadway,
New York Representative.



"The Globe is the best Medium for the money asked in the Twin Cities," says a well-known Agency Man.

With an average daily circulation of

27,692

THE
**St. Paul
Globe**

has the *largest* paid subscription list of any morning paper in St. Paul, and is growing faster than any paper in the Twin Cities.

*Circulation Books
Open to All.....*

Advertising rates will advance January 1, 1903. Contracts should be made during the current month.

Circulation statements, advertising rates furnished upon application,

GLOBE CO.,
ST. PAUL, MINN.

New York Representative,
CHAS. H. EDDY, 10 Spruce St.

Chicago Representative,
F. H. WEBB, 87 Washington St.

**SALT LAKE
CITY**

is the great industrial, commercial, mining and agricultural center of Utah. Millions of dollars go in and out of the city's banks every year.

THE
**SALT LAKE
TELEGRAM**

reaches this money-getting and money-spending community, as well as many in Idaho and Nevada. Not less than

20,000 Readers

Look over the pages of the TELEGRAM every day.

For rates, sample copies, etc.,

E. T. PERRY,
150 Nassau St., New York.

HORACE M. FORD,
112 Dearborn St., Chicago.

NOTES.

"MAIL Order Advertising Talk" is a neatly printed booklet from *Grit*, Williamsport, Pa.

A NEATLY made, convincing folder is sent out by the Richardson Press, 159 William street, New York.

AUSTIN, NICHOLS & Co., New York, send out a catalogue of premiums given with their Sweet Violet Cigars.

SPECIMEN sheets of photo and wood engraving come from Arthur Meyer & Co., 11 Chambers street, New York.

R. J. SHANNON, special representative, 150 Nassau street, has added to his list of papers the Harrisburg, Pa., *Telegraph*.

The Simpson-Crawford Co., New York, issued a neat and sensibly arranged pamphlet of holiday gifts for mail order trade.

THE plan, purpose and advertising service of the *American Electrician*, New York, are set forth succinctly in a dainty booklet.

THE *American Merchant*, St. Louis, sends out a small booklet containing interesting advertising arguments. The mechanical work is indifferent.

THE *Home Defender*, a prohibition monthly for young folks, published in the Temple, Chicago, issues a folder that is notable for new arguments.

FROM the Pile Comfort Co., Portville, N. Y., comes a small folder that contains just about the right quantity of argument set forth in an honest way.

UNITED STATES Consul-General Thomas Nast, the famous cartoonist, died of yellow fever in Guayaquil, Ecuador, on Dec. 6, 1902, after an illness of three days.

"THE Man Your Drummer Can't See" is a small booklet from Barnhart & Swasey, advertising writers, San Francisco, setting forth the uses of mailing card publicity.

A NEAT and comprehensive mailing card is sent out to advertise the Helm Short-rail, a device for brass beds, made by the Helm Rail Co., 429 West 31st street, New York.

"SNACKS & SMILES" is a small leather-bound volume about the art of mixing drinks and is offered as a mail order proposition by T. J. Carey & Co., 453 Canal street, New York.

A TASTEFUL and somewhat odd folder advertises L. H. Starkey, printer and advertiser, 20 Rose street, New York. The list of prominent customers appended is a very good idea.

Good *Housekeeping*, Springfield, Mass., sends out a portfolio of testimonial letters in praise of its advertising qualities. These number eight all told, and are particularly impressive in point of text and signers.

"You See, It's Like This—" is a cleanly printed, pertinent little sixteen-page booklet, showing the advantages of Globe-Wernicke elastic book cases by means of pictures and text. It is sent out from the Cincinnati office.

THE *Journal and Review*, of Aiken, S. C., sends a neat folder. The first page bears a photo reproduction of the paper itself, and two inner pages give a great deal of succinct information about this "country newspaper run on city lines."

THE *Times*, Davenport, Iowa, makes good use of the fact that it was the only paper in its city mentioned in the PRINTERS' INK list of leading newspapers issuing a circulation with reproductions from the number containing that tabulation.

ONE of the most concise and effective car cards in Chicago is that of the To-Kalon Vineyard Co., 46 Van Buren street. "We do the business—and this is why" forms the catch phrase, and the card bears no further argument save a half-dozen cut prices on wines and liquors.

"C-UM-DROP" is a new advertising novelty made by Dowdell Brothers, Valparaiso, Ind., and dimly hinted at in a folder now being sent out. The matter is vague, and the reader cannot by any manner or means arrive at an adequate notion of the article that it is meant to advertise.

"THE Power of Combination," a folder sent out by the George Ethridge Company, advertising writers, Union Square, New York, could have been materially improved by a printer who would have made it readable. The arguments are sound, but the method of presenting them is bizarre.

POMPEIAN MASSAGE CREAM, made by the Pompeian Mfg. Co., Cleveland, O., is advertised by means of a lucid little book, containing testimonials, a treatise upon the skin and some very commendable halftones depicting methods of massage. The latter will lead to its preservation by every woman.

"USEFUL Books for the Railroad Man" is a forty-four page descriptive catalogue of technical publications, sent out by the Derry-Collard Co., 256 Broadway, New York. The preface is straightforward and convincing, and the short paragraph given to each publication is amply descriptive.

"CREAMERY PROFITS" is an exquisite booklet from the Empire Cream Separator Co., Bloomfield, N. J., dwelling upon the advantages of small separators on farms as contrasted with the expense of handling milk at a central station. It was printed by the Frank B. White Company, Chicago.

"THE Facts in the Case" is an attractive booklet setting forth reasons why the garments made by the Globe Tailoring Company, Columbus, Ohio, are a desirable line for sale through local agents. It would have been more informing had the company's address been printed in a prominent place.

AMONG the handsome brochures listing holiday books is one in color effects from Charles Scribner's Sons, and two in the plain, balanced typography of the Riverside Press, sent by Houghton, Mifflin & Company. The idea of cataloguing children's books under a separate cover is a very good one.

Unless all the greatest advertisers in the United States have been regularly and persistently fooled for many years, THE ELLIS PAPERS must pay. Every month for years these papers have carried continuously all the large and representative mail order advertisers. These advertisers, ninety per cent of whom key their advertisements, would not continue to use these papers if they were not profitable.

These are THE ELLIS PAPERS that pay:

	Circulation	Rate per line
Metropolitan and Rural Home -	500,000	\$2.00
The Paragon Monthly - - -	400,000	1.50
The Home Monthly - - -	400,000	1.50
The Gentlewoman - - -	400,000	1.50
Park's Floral Magazine - -	350,000	1.25

For further information address

THE C. E. ELLIS COMPANY

713-718 Temple Court Building,
NEW YORK.

CHICAGO OFFICE:
112 Dearborn St.

Where the Tide of

THE LEADING DAILY NEWSPAPER OF

THE RECORD

ESTABLISHED

"That old reliable and, in every respect,

THE ONLY MORNING
THE ONLY SEVEN-DAY
THE GREAT SUNDAY

Published in the heart of California's most extensive and fertile in the world.

The year 1902 has shown renewed leading general advertisers in America.

The largest department store in Sacra
and other leading local firms have

An Unparalleled Year in the History

**IT BRINGS RESULTS. DON'T
GET THE BEST TESTIMONY.**



THE S. C. BECKWITH
PUBLISHER'S DIRECT
NEW YORK

Immigration Flows

NORTHERN AND CENTRAL CALIFORNIA

UNION OF **Sacramento**

HED 1851.

First-class Newspaper.—Geo. P. Rowell.

PAPER IN SACRAMENTO.
PAPER IN SACRAMENTO.
PAPER OF SACRAMENTO.

greatest fruit-producing valley—one of the
confidence in the Record-Union by the

mento uses the Record-Union *exclusively*,
steadily increased their space.

of Advertising in The RECORD-UNION

TAKE OUR WORD FOR IT.

ASK THOSE WHO HAVE TRIED IT.

SPECIAL AGENCY

REPRESENTATIVE

CHICAGO



THE R. E. Dietz Company, New York, issues a compact sixty-two page catalogue of the well-known Dietz lanterns. The arrangement is good, the argument terse and straightforward, and the cover design thoroughly artistic.

A SMALL, tasteful, straightforward booklet from the Patriot Printing House, Harrisburg, Pa., deals with the manifold uses of good printing and tells about the *Patriot's* facilities for producing printing of the variety called good.

THE catalogue of Aspinwall potato machinery, made by the Aspinwall Mfg. Co., Jackson, Mich., is a well printed book, fully illustrated in a way that shows methods of using the various devices, and containing much practical auxiliary information that will be appreciated by potato growers and farmers generally.

A NEAT little folder from the New York Telephone Co. shows that the telephone is the "modern slave of the lamp," ever ready to put one into communication with those who satisfy one's needs, as well as with friends. It is a bright, brief eyeful of telephone argument, eminently suited for mailing to residences.

THE merits, advantages, economy and *modus operandi* of Mann's Green Bone Cutters for use on poultry farms are very fully described and illustrated in a forty-page catalogue from the manufacturers, the F. W. Mann Co., Milford, Mass. The book was printed and illustrated by the Frank B. White Company, Chicago.

FROM the J. C. Ayer Co., Lowell, Mass., comes a neat programme of a musical recital recently given at Odd Fellow Hall in that city by the company's employees, who have among them a chorus, a mandolin club, a double vocal quartette, an elocutionist, a baritone soloist, a soprano soloist a pianist and a cornetist.

FROM Edmund Bartlett, advertising specialist, 150 Nassau street, New York, comes a folder showing reproductions of ads and literature recently produced by his office. The specimens are confined to matter for wholesalers and those using trade publications. Many of them have recently received favorable criticism in *PRINTERS' INK*.

"CALIFORNIA for the Settler Primer" is No. 3 of the Southern Pacific's primer series of booklets, and describes the Golden State's climate and possibilities by means of a straightforward, readable argument instead of the fragmentary display matter so often used for this sort of advertising. Admirable use is made of statistics.

THE Great Northern Bulletin is a sixty-four page book setting forth the many advantages of Washington as a State for farmers, fruit growers, stock raisers and settlers generally. Fine halftone views are shown profusely, and the text is about evenly divided between description and letters from those who have been successful in this territory. It is issued from the passenger department of the Great Northern Railway, St. Paul, Minn.

MENTOR, ROSENBLOOM & Co., Hartford, Conn., send a brochure describing that firm's method of selling clothing on credit. Illustrations of women's garments show styles, and the printing is commendable. The booklet was written by the Johnstone Advertising Agency, of Hartford, and printed by the Gillies Press, Rochester, N. Y.

THE New York Edison Company issues a tiny monthly called the *Bulletin* to exploit its electric lighting service for merchants who have or wish to install illuminated signs. In the November number is reproduced a photo of Ludgate Circus, London, showing incandescent ads. This photo was originally printed in *Harper's Weekly*.

"BLUE Ribbon Stock and Fruit Farms" is a booklet from Jno. Stewart Walker & Co., real estate brokers, Lynchburg, Va., describing country properties for sale through Virginia. The chief merit of this brochure is its simple detailed descriptions, and its preface devoted to general description of the locality in which most of this property is situated.

CONKLIN'S Self-Filling Fountain Pens, made by the Conklin Pen Company, Toledo, Ohio, are described forcibly and succinctly in a dainty booklet made by the Grand Rapids Engraving Company, Grand Rapids, Mich. A novel idea is the use of testimonials from various classes of people—society women, traveling men, lawyers newspaper men and the like.

THE A. N. Kellogg Newspaper Company, Chicago, issues a handsome book, printed at the DeVinne Press, New York, containing detailed lists of the country weeklies comprised in its service. These are divided into nine sub-lists, and include 1,909 papers, published in about twenty-five States of the Middle West. A comprehensive map accompanies the volume.

FROM Drexel Biddle, the Philadelphia publisher, comes an odd-shaped folder describing "Mythological Japan," a volume that interprets the symbolism of Japanese art. The authors of this work, which is to be issued in a fine limited edition, are Alexander F. Otto and Theodore S. Holbrook, who have long been connected with the Oriental establishment of A. A. Vantine & Co., New York.

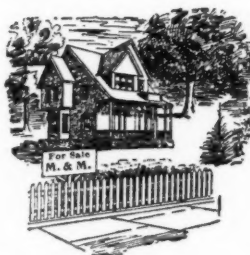
A FOLDER containing the Christmas ad of Stevens Rifles is sent to the trade by the J. Stevens Arms & Tool Co., Chicopee Falls, Mass. This page ad was published in forty December publications, with a combined circulation of 7,000,000 copies. The company's publicity also appears in leading agricultural publications, besides several hundred local papers throughout the United States and Canada.

THE Armour Packing Company, Kansas City, sends a forty-page booklet in colors, containing a "mystic wheel" by which the reader may tell his fortune, together with attractive color plates showing Armour canned delicacies. Beneath each reading of the future in the fortune-telling portion of the book is a short description of one of the delicacies, which number sixty-three and are set forth in a most tempting fashion.

The Only One

THE NASHVILLE BANNER is the only daily published in Central Tennessee which furnishes sworn, detailed yearly statements of its circulation.

Average for 1901, **16,873**



MINTON & MYERS REAL ESTATE

305 1-2 UNION STREET,

TELEPHONE 1031.

NOTARY PUBLIC.

Nashville, Tenn., November 11, 1902.

Nashville Banner, Nashville, Tenn.

Gentlemen: We are liberal patrons of the Banner's Cheap Columns and find that they always pay. Nine-tenths of our sales are traceable to these small advertisements inserted in the Banner and, of course, we take pleasure in saying that the Banner is the best advertising medium used by this firm. The Banner rents and sells houses, farms and loans money for us when every other method fails. Yours very truly,

MINTON & MYERS, 305 1-2 Union Street.

P. E. (Saturday morning).—Since writing the above we beg to say that on last Wednesday we inserted a small advertisement in the Banner of a 279 acre farm on the Charlotte pike for sale and received forty four replies. Sold the farm yesterday, thanks to the Banner. Yours truly,

MINTON & MYERS.

THE BANNER's circulation is guaranteed to be *more than double* that of any other Nashville newspaper.

Ureeland-Benjamin
Special Agency

150 Nassau St., New York Tribune Bldg., Chicago
Representative for Foreign Advertising

ACCORDING to *Whiteson's Mail Order Bulletin*, a Chicago publisher has been fined \$50 for sending out a sheet of illustrations of ballet girls, "none of which," it says, "were nude, or what we ourselves would have classed as obscene." Another fine was levied for advertising the pamphlets "Keyhole in the Door," "Sparkling in the Dark" and "Bashful Young Man." Authorities deem the fines unwarranted, but no appeal has been made on account of the small value of the business.

In the federal court recently held at Leavenworth, Kansas, Judge Hook fined J. W. Clements \$25 for sending through the mails medicine known as a monthly regulator, the medicine and the directions accompanying it being held to be contrary to the statutes. "Clements," says the *National Advertiser*, "was so particular and cautious in the matter that he submitted his advertising matter, together with his medicine and the printed instructions, to attorneys and to the postmaster of Kansas City. They were pronounced mailable. Nevertheless, the complaint was filed and Clements was found guilty."

THE express companies are now furnishing blank money order applications for mail order dealers to send customers, and many mail order dealers are using them in preference to those furnished by the government. This is because the money order records of the postoffice department are open to the inspection of the postal inspectors, who watch them eagerly, and when any new advertiser appears to be making money, investigate and try to make out a case against him. Although small papers abound with questionable schemes, the inspectors never notice them nor warn the advertisers until they have them deep in trouble.

A MAILING card sent out by Binney & Smith, 81 Fulton street, New York, is so devised that part of it can be torn off and mailed back as an order for a sample of "Eclipse Paste," an indelible marking and stenciling composition. The address of the person to whom the card is mailed by Binney & Smith is torn off with this portion, so that the recipient who wishes to order a sample has only the trouble of affixing a stamp to the card. Upon the principle that things cannot be made too easy for readers this idea is a very good one. The Little Schoolmaster has seen the same principle used by another advertiser, but the application of it was not so simple.

CHARLES H. DOW, for many years editor-in-chief of the *Wall Street Journal*, and one of the founders of the Wall street news agency of Dow, Jones & Co., died Dec. 3 in his home in Brooklyn. He was born in Connecticut fifty-one years ago, took up newspaper work first with the *Springfield Republican*, then with the *Providence Press and Star*, and later with the *Providence Journal*. He came to New York in 1880 and reported mining stocks for one of the daily newspapers. After a while he began to write financial articles and editorials for the *Mail and Express*. In 1882, with Edward D. Jones and Charles M. Bergstresser, he founded the news agency. He leaves a widow and two daughters.

A WASHINGTON, D. C., dispatch says: "Uncle Sam" was arrested in the Capitol grounds in the person of a young man walking about as a whiskey advertisement. He was attired in the conventional foot-strapped, striped trousers, a buff vest and blue spike-tailed coat, with brass buttons, fuzzy high white hat and Tom Carter whiskers. He was taken to the office of the Capitol Police force and released on his patriotic personal appearance to answer to a charge of violating the law against circulating advertisements within the Capitol reservation.

THOROUGHLY beaten in his efforts to arbitrarily limit the mail order publishing business, Third Assistant Postmaster-General Madden proposes that Congress shall change the laws so as to separate the second-class into two divisions, one of dailies, tri-weeklies, semi-weeklies and weeklies at present rates, and the other of all periodicals issued less frequently at four cents a pound, bulk weight. He also proposes the consolidation of third and fourth class at a uniform rate of one cent for each two ounces, and that the postoffice be authorized to accept "under suitable regulations" of its own such matter in bulk at eight cents a pound, regardless of the number of pieces.—*Advertisers' Guide*, Dec. 1902.

UNCLE SAM is after the Whiskey Tablet Co., Kansas City, upon a charge of using the mails for fraudulent purposes. According to the *Liquor Trades Review* this concern advertised in newspapers that the whiskey tablets manufactured and sold by them, when dissolved in water, are a first-class substitute for real whiskey. The postoffice authorities allege that the advertisement led a person to believe that the product was better than the genuine article. The inspector detailed on the case said that after making some of the liquor according to directions, he submitted it to a number of whiskey experts, who gave the opinion that there was nothing in the combination that even slightly resembled whiskey.

IN Paris there is published a journal for professional beggars, according to a translation from the *Neue Freie Presse*, of Vienna, made by the *Literary Digest*. Containing advice and information for mendicants, it is sold at twenty centimes (four cents) per copy. This price is deemed rather high, but its readers value the publication for its advertisements, which also form the publisher's chief source of profit. The ads are usually of the following sort: Wanted—A blind man who can play a little on the flute. Cripple Wanted for a well-patronized seaside resort. One who has lost his right arm preferred; must be able to give good references and small security. Each issue of this unique publication contains dozens of such ads, inserted by mendicant agents and beggars' bureaus. Of these there are fully a score in Paris, and they undertake to supply all France with beggars to suit all tastes. The journal also publishes lists of approaching weddings, funerals, baptisms and like events among wealthy people as an indication of fields that may be worked with profit by its readers.

No More Autocrats

IN THE INK LINE.

"Courtesy in business has been called the oil on the wheels of worldly progress or an air cushion with apparently nothing in it, that yet eases the heavy jolts of trade."

Ten years ago the poor small job printer who dared ask an ink man to sell a $\frac{1}{4}$ -lb. can of job ink was generally treated like a pauper on a begging expedition, or if he was fortunate enough to secure the quantity asked for, he had to pay an exorbitant price, same as now being charged for hard coal by the pail or bushel. When I issued my first price list offering job inks in $\frac{1}{4}$ -lb. cans at 25 cents a can, the printers thought I was trying to work a gold brick game on them, but after a short time I had a stream of customers coming and going from my little room up four flights of stairs with no elevator service, which caused my neighbors to suspect me of running either a policy shop or a pool room. When I hired a store at No. 13 Spruce street many blessings were showered on me for doing away with the climbing of stairs. I am best liked where best known—in my own city, which is the best evidence that I carry out my agreements. I have over one thousand customers in Greater New York and nearly nine thousand elsewhere. The man who buys twenty-five cents' worth of ink receives as much courtesy as the fellow who spends twenty-five dollars, and I attribute this mode of procedure as being the secret of my success. Send for a copy of my price list. Money back to dissatisfied purchasers.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street, New York

Below is the total number of advertisements that were printed in the Philadelphia morning newspapers during the month of November last.

The Philadelphia Inquirer

of course, heads the list.

But there is much more significance than this in the figures. A careful comparison will show that the Inquirer not only printed nearly double the number of its nearest contemporary, but that it lacks only one-fourth of being more than all the rest combined.

Here are the figures:

<i>Inquirer,</i>	-	-	71,187	<i>Adv't's.</i>
<i>Press,</i>	-	-	35,845	"
<i>Ledger,</i>	-	-	26,192	"
<i>North American,</i>			19,949	"
<i>Record,</i>	-	-	14,651	"

The advertisers themselves know better than anyone else the value of the different newspapers as advertising mediums, and these figures show that they give the most sweeping endorsement to THE PHILADELPHIA INQUIRER.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XLI.

NEW YORK, DECEMBER 31, 1902.

No. 14.

The Philadelphia Record's New Year Greeting.

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WITH the most prosperous year of its history at its back, THE PHILADELPHIA RECORD faces the new year with greater strength than ever.

It desires to thank the advertisers who have utilized its columns to tell their business story to the public; it extends a similar greeting to the army of readers whose confidence and good-will is one of its greatest assets.

With a circulation the greatest in Pennsylvania; with an advertising patronage which exceeds that of any morning daily in its territory, and with an influence that grows stronger each year, THE RECORD feels confident of accomplishing greater things than ever during 1903

Prosperity seems to have made its abiding place in the United States; the manufacturing interests of the country exhibit a greater earning capacity than ever before, and through every channel of trade and commercial activity this influence percolates till it reaches the homes of the people, where there is ample evidence of content and plenty.

The advertiser whose message appears in a newspaper of the vast circulation and influence of THE PHILADELPHIA RECORD cannot fail, therefore, to reap a rich harvest from his investment.

Because of this and its constant growth, THE RECORD expects to surpass all its previous achievements during the coming year.



The local country weekly is unique. It represents the country people. It is part of them. They can't do without it, and won't. Nothing takes its place.

How well the 1,500 local weeklies of the Atlantic Coast Lists cover the towns and villages from the Atlantic Ocean to the Mississippi River told by catalogue-booklet, mailed for the asking.

One inch—six months—\$1,200.

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ATLANTIC COAST LISTS

134 Leonard Street, New York

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XLI.

NEW YORK, DECEMBER 31, 1902.

No. 14

## A LITERATURE AND MAILING LIST AGENCY.

Boyd's City Dispatch, 16 Beekman street, New York, is unquestionably the largest, oldest and most responsible agency in the world devoted to circular advertising. Besides a distribution service covering Greater New York, handling everything from an unaddressed dodger to expensive catalogues delivered only on receipt, the concern makes all kinds of facsimile letters, compiles special mailing lists of every description for any part of the globe, folds, wraps, addresses and mails advertising literature of any kind in any quantity, furnishes temporary office help on short notice and performs various other services for advertisers and business houses.

Boyd's City Dispatch was established in 1830 as an express service and local city post, delivering letters and mail stamps and doing a general postal business. In the early eighties the United States Postoffice put a ban upon private postal companies, when the concern was turned into an agency for the delivery of matter not covered by the government prohibition. Out of the local service through New York grew the business of furnishing lists of names for all sorts of purposes. In the past twenty years this service has been constantly improved, until to-day the Boyd facilities are conceded to be greater and better than those of any house doing a similar business.

"One of the things that we aim at is accuracy and reliability," said Mr. E. J. Williams, the manager. Boyd's is rated at \$100,000, and is financially responsible. Many of the small companies that furnish addresses are untrustworthy. Except where they are furnished on extremely short notice we guar-

antee our lists. In some instances we furnish lists of names on the understanding that they are ninety-nine per cent accurate, and upon all letters returned to the purchaser through our own inaccuracies we pay the postage. Besides fifteen years' experience in collecting and arranging information we have a large library of directories and similar publications—3,000 volumes, including more than 1,400 local directories of cities and towns in the United States. We have a special card list of classified names and addresses that contains more than 5,000,000 separate entries, while our list department can furnish more than 5,200 special lists for special purposes. These sources of information, in connection with our library, give us an available total of fully 30,000,000 names and addresses, with a range of 29,000 different classifications, domestic and foreign, embracing every trade and profession. Every day we furnish lists ranging from the commonest classifications, such as banks, real estate dealers or retail haberdashers in any given locality, to highly intricate special lists made up from our files. Here is a list of Wealthy American Investors, for example, which we guarantee ninety-nine per cent accurate. It contains the names and addresses of 123,051 active business men, capitalists, retired merchants, professional men and women, and so forth, who are worth \$50,000 or more, and who are known to be interested in speculative or investment propositions. This list is suited to those exploiting bond issues, large financial investments and the like. It is grouped by States, showing the exact number of names per State, and by cities, showing the number of investors in the twenty-five largest cities in

the country. Parts of this list can be used as easily as the whole. It is supplemented with smaller lists under such heads as stockholders in first-class insurance companies (2,800 names), stockholders in low-priced mining and oil companies (10,000 names), holders of first-class gold mining stock (2,067 names), stockholders in New York City corporations whose stock sells nearly at par (11,600 names). Special lists are made for every conceivable purpose. Sometimes it will be a list of buzz-saw manufacturers east of the Mississippi River, or of cattle dealers in Mexico, or of novelty supply houses in New York. These are not used wholly for advertising purposes, but by all classes of business men in buying, selling, entering new territory with traveling men and for other purposes. There is hardly a business house anywhere that does not need such special information at some time in its career, and every day we receive orders for lists to be put to new uses. We undertake to supply the most out-of-the-way list or data. Besides the United States, which is the chief field, we have complete classifications of Mexico, the West Indies, the Philippines and Australia, and will supply names for almost any locality in the world. To augment and correct the data contained in our library and files we are continually sending out requests for information. Inquiry blanks go chiefly to merchants, manufacturers and business men, asking for special information, such as a complete tabulation of articles made or sold by the recipient. In the early days of our agency these inquiries were frequently ignored, but now the data is given promptly, for we are frequently the means of sending orders. Here, for instance, is a man who wants a list of manufacturers in certain lines. He is buying a stock for a large mail order house, and the people on the list that we furnish will be asked for bids. We have 1,000 lists that can be sent out on five minutes' notice, and frequently supply information in response to telegraphic orders. Where names are sent on such short notice, however, they

are taken at the customer's risk so far as inaccuracies are concerned, as we like to have three days in which to revise names. Names and addresses are filed in small boxes holding 1,500 each, while the originals, upon very thin paper, are stored in safes. We aim to get information regardless of expense. The list that goes to a certain customer may cost us more than we receive for it, but we have the information and can use it in other classifications. A feature of our business worth note is the fact that we never send information to out-of-town customers without a check in advance. The largest order that we filled last year was the mailing of 3,000,000 folders, which we handled in all details—folding, inclosing, addressing and mailing. They were sent out at the rate of 100,000 per day, and brought large returns. We keep a separate bank account for sums intrusted to us to pay postage. These are considerable, for upon such an order we spend \$1,000 per day for stamps. This building is rapidly being outgrown. We have 12,000 feet of floor space here, but are crowded. At present there are about 300 employees, and we have nearly 13,000 customers. At special seasons, such as the weeks before election, our force is sometimes increased to 500 people. We turned out 50,000,000 names and addresses in our list and addressing departments last year, and have a capacity of 200,000 per day at the present time. Three new folding machines are used in handling printed matter, and elsewhere we have a plant for the production of facsimile letters. Nearly half a million of these were made last year. We do not guarantee distribution outside of New York. In the city itself we have from 100 to 200 men at work all the time, and they put out every sort of circular, booklet, sample and catalogue. We have delivered Bradstreet's reports for over twenty years, which is a large business in itself. The bulk of the matter sent out in the city is addressed. There is no question but that addressed advertising pays better than that merely distributed. It is simply a question of cost. Here is a book



for an English medical concern, of which we are distributing 20,000. We use our own judgment to place these so that they will bring returns. A large increase in bank circularizing is apparent in the past five years. New York banks seem to depend largely upon literature. A peculiar fact about our business is our secrecy about matter that we are handling. Distributors are not permitted to give any information or show any matter that they are delivering, and we never give the names of our customers."

### THE WASHINGTON "STAR'S" GOLDEN ANNIVERSARY.

On December 16 the Washington *Star* completed its fiftieth year of continuous publication, and marked the event with a special issue of 114 pages, which included a handsome magazine supplement in colorotype cover. This large edition was printed on heavy paper, and was evidently prepared with a view to its preservation by many of the *Star's* readers. History, recollections, a facsimile of the first number, old plates and portraits, papers by the various members of the staff, with other matter pertaining to the city of Washington and the *Star's* half century of existence made this special issue exceedingly interesting to the general reader, and its interest for residents of the capital must have been fourfold.

The *Star* was established in 1852, the initial number appearing on December 16, after a small trial edition had been put out a week before. Its founder was Joseph B. Tate, a printer who aspired to be an editor, and who believed that the times were favorable to a newspaper that would be less involved in political cabals than the journals peculiar to the first half of the last century. The start was made in a small way. One of the paper's first composing room apprentices was Stuart Robson, the comedian. After two years Mr. Tate became tired of his effort to build up a successful daily with inadequate capital, and sold the little four-page sheet outright to W. D. Wallach and W. H. Hope. The latter withdrew a year later, leav-

ing the paper in the sole possession of Mr. Wallach, who gradually abolished the stories, poems and miscellany that had formed half its contents, replacing them with news, built up the circulation and soon made it a thoroughly substantial property. In 1867 it was again sold for \$100,000 to Crosby S. Noyes, Samuel H. Kauffmann, George W. Adams, Alexander R. Shepherd and Clarence B. Baker, and the Evening *Star* Newspaper Company was incorporated. In 1869 Mr. Baker withdrew, and Mr. Shepherd's stock was bought by the remaining partners in 1874. Mr. Adams subsequently died, and his interest is now held by the executor of his estate. Mr. Kauffmann is president of the company and Mr. Noyes is editor-in-chief. Together with their sons they have put the *Star* upon so sound a footing that it is now one of the most valuable newspaper properties in the United States. Housed in its own building on Pennsylvania avenue, after the usual wandering from home to home incident to the growth of a publication, it has been said that there are not on the American continent so many as twelve daily newspapers whose net earnings will compare with those of the Washington *Star*. A prominent advertiser recently said that, given his choice of all the things in the world, he would ask for the ownership of either the New York *Herald*, Baltimore *Sun* or Washington *Star*. Besides its standing as a "gold mark" daily in the American Newspaper Directory the *Star* has always been represented by figure ratings and its books are perpetually open to investigators. Its publishers boast that "practically everybody in Washington with intelligence enough to read a newspaper or money enough to buy advertised goods is a reader of the *Star*." Some years ago a house-to-house canvass of the whole city was made, with the result that the paper was found to reach ninety-six per cent of the houses occupied by the white population of the capital. A more recent canvass of four different sections of the city showed that the paper still holds relatively the same position revealed by the larger canvass.

## NEWSPAPERS AND ADVERTISING.

By Joel Benton.

One of the queer anomalies of business that lack easy explanation is the almost universal tendency of newspapers to refuse to advertise. It is not so difficult to understand the fact that there are many businesses so unused to publicity that their proprietors have come to think, from long habit, and owing to the circumstance that they have got along very well without emblazoning themselves, that it is not necessary, at least for them. But with newspapers and periodicals a state of mind like this seems particularly absurd and unreasonable. It becomes, to speak more plainly, absolutely inconsistent. For there is no newspaper or periodical which has advertising pages (and the overwhelming majority of them do have) that does not preach early and late the doctrine of publicity for others. They, in fact, are represented by agents who go about seeking the advertisements of others, and showing how a card, a column or a page of business talk will bring to the especial persons addressed enlarged volumes of trade. The statistics and proof of their position are always easily found, and are absolutely unassailable. Testimonials to the usefulness of advertising can be obtained at any time by the ream, and the stories told which show how great wealth has come through the calcium light the types can be made to throw upon any business, while kept within the strict bounds of truth, have almost a romantic color. Why, then, is it so unusual for those who promote advertising for every conceivable trade and profession to refuse it so generally for the business which concerns them? If no one advertised—or if most businesses did not advertise vastly more than the journals do that give space to advertising—we should soon be almost altogether without newspapers or magazines. A few possibly we might have—but they would be so few comparatively with the present number that the American Newspaper Directory would be at once reduced to the size of an almanac or a small

child's primer. The case seems to be one very similar to that of the doctors who object to taking their own medicine, while they prescribe it day by day to everybody else. Or, one might say, like the keeper of a hotel or restaurant who is never seen eating at his own table. Very naturally this attitude does not inspire confidence in the public when they make a critical observation of it, for one is very apt to feel that he may risk something in patronizing a bridge whose builder has never been seen to stand upon or to cross. Is it a fact that any newspaper or magazine that advertises in another reaches always an unprofitable hearing? Is there something about the constituency it addresses that disables it from responding to an appeal for patronage? If one daily paper advertised in another covering the same field, is its story to fall upon deaf ears simply because those who read it already have their favorite daily and cannot be induced to change it for a different one, no matter what are the arguments presented for doing so? There is some evidence that many publishers think this is so, or that something differentiates such advertising sufficiently from all other kinds to make it unprofitable. Each department store, I am sure, could refuse their own advertising to the press on the same grounds if they chose to take that point of view. People may have their favorite magazine or paper—but a very large number of readers take more than one of each and are often changing from their original choice. Very often they change from mere caprice or adventure, whereas if they saw an advertisement telling them of the peculiarly attractive things a different paper has to offer, they would be quite likely to experiment on the advice given. Reciprocal advertising by papers and magazines, I am aware, is not unknown, but it does not occupy any large space and does not essentially disturb the truth of the proposition which I have assumed to be true.

SOME ads are like five cent cigars—they look good on the outside, but the filler is often of a very inferior quality.  
—White's Sayings.

A WEEKLY MAGAZINE

# *THE SATURDAY EVENING POST*

OF PHILADELPHIA

has reached a paid circulation of

# 421,800 COPIES

each issue. No sample copy editions—no premiums to subscribers—no club or cut rates. Subscribed and paid for solely on its editorial merits.

**THE CURTIS PUBLISHING COMPANY**  
*Philadelphia, Pa.*

E. W. SPAULDING, Advertising Director  
1 Madison Avenue, New York

E. W. HAZEN, Manager  
Home Ins. Building  
Chicago

A. B. HITCHCOCK, Manager  
Barristers Hall  
Boston

## BERLIN LETTER.

*Special to PRINTERS' INK.*

BERLIN, Dec. 5, 1902.

Co-operative and defensive are the two prime objects of the newly created American Chamber of Commerce of Berlin which was formed here several evenings ago at the Bristol Hotel. Among the large firms represented were the Westinghouse Electric Company, McCormick Reaper Company, Tennessee Coal Company, American Phonograph Company, General Electric Company, American Machine Company, California Fruit Exporting Company, United States Kodak Company, Remington Typewriter Company, Sorosis Shoe Company, American Novelty Company and scores of other leading American business firms. Millions of dollars of capital were represented and the personnel permitted a close view of the so-called scouts of the "American Invasion."

The Chamber of Commerce will embody all the American firms transacting business in Germany. Invitations have been extended to the large American export companies represented at Hamburg, including the big packing, machinery, grain, tobacco and oil interests. Consul-General Frank H. Mason presided at the initial meeting and sentiment was unanimous that the Americans in Germany should protect themselves and advance their interests by forming a Chamber of Commerce. The situation is furthermore made necessary by the hardships encountered by American firms in attempting to introduce their products in German markets, the countless legal and statutory obligations which must be complied to and which German rivals are able to employ against American firms. The importance of the Berlin Chamber of Commerce may be measured by the rapid growth of commercial relations between the United States and Germany. One of the principal objects of the club is to disabuse the German mind of such a thing as the "American Peril." It was the sentiment of the speakers that the condition of terror inspired in Germany with every al-

leged re-appearance of the "American Peril" is more due to newspaper fictions and extravagance. For example, it was shown, that the large imports of American cotton, foodstuffs, meats, leather, petroleum and even machinery prevailed long before the phrase "American Peril" was coined. The chairman of the meeting cautioned that no aggressive or offensive attitude be taken, inasmuch as it would immediately sow prejudices and injure American firms which are just entering the field. The new Chamber of Commerce, nevertheless, promises to supply a great need which has been specified in previous letters to PRINTERS' INK. It will enable American agents and representatives to obtain information, to equip themselves with the experiences and trials of preceding business men. For example, one large novelty firm which is just now deluging all Europe with its catalogues and circulars, sent over 40,000 catalogues to Russia before it discovered that they only reached the wastebasket in St. Petersburg because the company had failed to submit them first to the authorities of the government at the Russian capital, who must stamp and approve such catalogues and circulars before they can be sent abroad. This the company had failed to do. It was also discovered that no advertising sent to Russia from across its borders reaches the address given but is consigned to the wastebasket because all such advertising must originate in the country. Germany has no such drastic advertising laws, but it is also burdened with conditions which makes life sometimes unendurable to Americans. I will give several examples given to me by the manager of the Columbia Phonograph Company. He said: "The statutory provision known as 'unlautere wettbewerb' gives rise to all sorts of confusions. For example, if we advertise our company and claim that we manufacture phonographs a German rival steps in and says, 'You do not manufacture phonographs. Your firm is only a branch office and your phonographs are manufactured in the United States.' A firm is not allowed to advertise, for ex-

*(Continued on page 10.)*

# Advertising in The Sun

(DAILY and SUNDAY)  
in November, 1902, *increased*  
*113,115 agate lines*, as compared  
with the same month a year  
ago—a *gain of more than two*  
*full pages of advertising each*  
*day, or about 50%*—exceeding  
the gain of any other daily  
newspaper.



## The Gain in the Evening Sun

during the same period was  
*98,090 lines—not quite two*  
*full pages each day, but an*  
*increase of more than 73%.*

New York, December 1, 1902

ample, that its product has been distinguished by the awarding of a prize at the Paris, the Chicago or London expositions, but must state definitely that such prizes were awarded to the American companies. There are countless petty conditions of a similar character which present a daily nuisance to the American business firms here. The organized Chamber of Commerce proposes to step into the breach, hire legal counsel, maintain permanent quarters and supply itself with information at first hand in order to be of service to all its members and likewise to new representatives who come here and are unacquainted with conditions. It is shown that thousands of dollars have been lost because American agents were unacquainted with the requirements of trade and advertising and that all this could have been saved by the organization of a Chamber of Commerce. It is also proposed to hold monthly banquets at which set subjects will be discussed. One of the subjects to come up shortly will be the German law on "unlautere wettbewerb." If necessary, the chamber will take up suits in behalf of its members if the principle at issue is of a broad nature affecting all members. This Christmas season shows how far Germans have advanced in the art of advertising. Most of the daily papers, which serve as popular and valuable advertising mediums, print again as many pages as in normal seasons owing to the flood-tide of ads. The large houses have all been drawn into the field by the remarkable success of the pioneer advertisers who copied the American plan and have American advertising managers at their head. The holiday show-window display is something elaborate. It requires no keen eye to detect that the German business man finds that to-day the battle must be fought out in the advertising department and in show-window displays. Formerly the dignified German shop-keeper sat nonchalant behind his desk and acted as though he performed a favor whenever a customer entered. The aggressive advertising and modern policy of the large department stores like Tietz, Wertheim, Israel, Gerson and others has

revolutionized the shop-keeping methods. Electric light is cheaper here than in the United States and consequently the electrical displays at night are simply elaborate and unapproachable. The city aids the business men by erecting a special lighting system in Leipziger strasse, the principal trade avenue, which is as brilliant as mid-day at nighttime and until 9 o'clock when the law requires the closing of all shops. Appeals are being made to allow the stores to be kept open later during rush periods. But the strong social democratic and liberal element of the city council refuses to make any such provisions because the store help is already overworked. In the large department stores there are many provisions made necessary by city ordinances for the comfort of the shop girls and clerks. An important decision was rendered last week by the Supreme Court which declared the anti-department store tax as illegal and inconsonant with the laws governing free competition. This law was enacted in 1897 for the purpose of helping out the small shop-keepers and in response to the clamor against the department store. Berlin went further than most countries in fighting the department store question, but the Supreme Court now labels the law as illegal, and it is a question if the authorities will not be obliged to pay back all the taxes collected from department stores in accordance with the graded tax regulation, paid under this law, for the last four years. It is a victory for the department store, and the middle man and small merchant is again afflicted with visions of the department store compelling him to resign his own shop and take a place behind the counter of the large store which towers up high and impregnable near his humble place of business.

L. A. C.

CLASSIFY your printed matter with appropriate headings—then the reader may skip from one to another paragraph and extract the portions which interest him.—*The Advisor*.

THE man who writes ads with the idea that nuzzles are what the busy reader is looking for will probably be puzzled to find returns.—*White's Sayings*.

## 7 out of 8 homes

in Sioux City are served regularly with the

## Journal

and it has practically no opposition in its own wide field, which includes West Iowa, North Nebraska and South Dakota.

It gives employment to 221 people, and its pay roll averages \$400.00 a day.

Advertisers get more profit, bigger results and better service than from any other paper in the Northwest.

Paid circulation **guaranteed** to exceed

**18,000 a day**

ALBERT E. HASBROOK, Mgr. N.Y. Office  
Times Building, New York

**The Circulation  
of The Sunday**

## CHICAGO RECORD-HERALD

Increased 81,710 in one year—the average for November, 1901, being 124,533, while that of November, 1902, was 206,243.

The CHICAGO RECORD-HERALD has the greatest known Sunday circulation in Chicago.

Sworn Circulation  
for November:

**Daily Average, . . 165,493**

**Sunday Average, 206,243**

## The Evening Wisconsin

### CIRCULATION REPORT:

November, 1901, **20,489**  
Average Daily,

November, 1902, **21,466**  
Average Daily,

Above is the sworn statement sent out December 1, 1902.

## Some Facts About The Muncie (Ind.)

## STAR

- 1st. *The Star has the largest morning circulation in Indiana.*
- 2d. *The largest daily circulation in Indiana, the Indianapolis News alone excepted.*
- 3d. *The actual average paid circulation of the Star was 21,909 daily.*
- 4th. *Advertising space in the Star costs less than one-eighth of a cent per line per thousand.*
- 5th. *These statements are backed by a thousand dollar bank guarantee.*



## GOODHART'S LAUNDRY.

Goodhart's Laundry is probably the best known in Chicago. When Mr. Charles I. Goodhart was seen by a representative he said he had known PRINTERS' INK for five or six years. Asked to talk about their advertising methods he said:

"We have used newspapers, billboards, folders and novelties. Our best feature at present is the folders. We have a new one each month calling attention to some features of our work. Here is the one for the current month. Mr. Goodhart exhibited a small four-page folder, printed in red and black, giving an imaginary conversation between two young men on the subject of trouble with saw edge collars, as follows:

"Say, Stanley, my turn-over collars all seem to crack and break away right under my chin, do yours act that way?" inquired a young Chicago business man to his friend, as the "L" train swung off the loop and across the bridge the other evening.

"No, I'm not bothered by 'em any more; I found out that this 'collar cracking business' is the laundry's fault, and I haven't had any trouble since Goodhart's does my work!"

"I suppose your collars last forever!" "Oh, nonsense! but they do last a reasonable time and they are smooth and easy while I wear 'em. You see, I found out that Goodhart's Laundry—here on the West Side—has one of the most completely up-to-date equipments, and among other details they have patent steam 'moisteners' for turn-down collars; these 'moisteners' are little hot-lipped steam 'ridges' that sort of spread out the steam along the fold of the collar, this softens it up, and prevents that cracking when the collar is turned over."

"Well, isn't that quite a scheme? Glad you put me 'on,' I'll send them a bundle for a starter."

"Just ring them up on the 'phone and a wagon will call for your work. It's O. K.," replied Stanley as the guard slammed the gate and his friend 'waved' him 'good night.'"

On one page appeared a cut of the machine that does the work.

"The next circular," said Mr. Goodhart, "will be about flannels, stating what causes shrinkage and showing that flannels should be returned to the customer a little larger, if anything. We also make a point of their being antiseptic. A former circular was on the subject of shirt waists calling attention to the fact that we do extra

careful work and put each in a box instead of delivering it in the same bundle with other clothes. Of course the box costs something, but it paid.

"We distribute these circulars by placing them in the bundles of clothes. The result is that we reach the customer at his home and get all his work instead of part. We find also that our customers tell their friends about us. To reach new customers with our circulars we take a route at a time and make a house to house distribution. On one route recently we increased business enough in this way to put on another wagon."

"Do you consider your circulars your best form of advertising?"

"Only in connection with the other forms. Together with newspapers, billboards and other general publicity, they are first class, but taken alone they wouldn't be much good. Billboards make us pretty well known. We try to make the ads original."

This firm uses painted billboards. Their present design is a school interior, teacher and pupils in the foreground, with the following wording:

"Now Tommie, can you spell Laundry?"

"G-o-o-d-h-a-r-t-s," replies Tommie, and he throws in a few remarks about the laundry and his mother's opinion of it.

On all their printed matter appears the firm's trade-mark, a red heart, with the word "Good" inside. Whatever may be thought of the cleverness of this, it undoubtedly serves its purpose.

"We are not using newspapers at present," said Mr. Goodhart. "We have spent as high as \$8,000 or \$10,000 in newspapers and billboards in a year. In novelties, we use calenders, sometimes. Once, we gave away small bars of soap, with our name stamped in. On the box, we stated that this was the same kind of soap we used in the laundry and asked customers to use it as toilet soap. We pointed out the fact that if it wouldn't injure the skin, it wouldn't injure the clothes. Quite a few people

came and tried to buy the soap afterward. We make a point of taking good care not to injure the clothes and advertise our artesian well from which we are fortunate enough to get soft water so that it is unnecessary to use lye to soften the water. Lye hurts the clothes. The soft water idea is liked by our customers.

"Our prices are rather higher than other laundries charge. We do not look for cheap work. Ours is nearly all family trade. Another effect of our advertising, particularly the circulars, is to keep customers in line. They know that they can get lower prices elsewhere and we supply the reasons why they should pay us a higher price. We also advertise that on family washing, when customers have 50 pieces or more at a time, we give them individual work. Their clothes are not brought into contact with other washing.

"Chicago is our territory and we cover it with wagons. We have fewer branch offices, probably, than any other large laundry in Chicago."

This is certainly a case where laundry advertising pays. Goodhart's laundry has a large double building, is always busy and has a good reputation. Other laundries here have tried advertising in an experimental way but no other has kept it up. The secret of Goodhart's advertising success seems to be a judicious use of common sense and originality.

#### SAY MUCH, BUT SAY IT QUICKLY.

Many jobbers and manufacturers complain that trade paper ads do not pay. Others say nothing, smile—and keep on taking big space in as many trade papers as they can pay for. Look over the average trade paper and you will not wonder why. Not one ad in a dozen can be read without considerable effort. Most of them are filled up with a mass of small type prices, like a catalogue page. Now and then you run across a great clean splendid page with a strong illustration and a few words in clean, clear type. Before your eye has time to miss it you have unconsciously read every word. That ad pays.—*George Murray in St. Paul Trade.*

EVEN the merchant who never advertises is advertising—his own lack of ambition.—*White's Sayings.*

# Toronto Evening Telegram

## Official Declaration

CITY OF TORONTO } I, William Elder,  
to wit. } of the City of Toronto, in the County of York, manager of the circulation department of

## The Evening Telegram

newspaper, do solemnly declare:

1st. That the daily average circulation for the month ending 30th November last past was Twenty-nine Thousand, Five Hundred and Ninety-two

# 29,592

2nd. \* \* \* \* And that this statement of circulation does not include any spoiled sheets or destroyed papers, or papers sold any other way than day by day in the ordinary course of trade to newsdealers, news vendors, subscribers and exchanges.

3rd. That the books of the office and circulation department are open to the public at all times. And any evidence of proof of circulation in addition to the above will be given to any person.

Declared before me at Toronto, this 5th day of December, A.D. 1902.

G. GARDNER,  
A Notary Public in and for Ontario.

2 Toronto St., Toronto.

WM. ELDER

PERRY LUKENS, Jr.  
New York Representative  
Room 29, Tribune Building

### THE ASSET OF POLITENESS.

The purpose of publicity—of making things known—is to direct the public to a store, or to an article or to services that are worth the public's patronage. This statement, of course, refers wholly to business that is not concocted for fraudulent ends but which is helpful and legitimate. But it is a singular fact that there are business firms who pay, and tolerate employees, whose coarse manners or sullen replies to questions asked by patrons who are drawn by advertising, drive away the very best customers that advertising can produce. There are very few people who trade much who do not, now and then, meet with a clerk, or perhaps a partner in a firm, whose boorish manners and coarse treatment of them suppresses their custom. The head of the establishment may not know at once that what his advertising has produced for him is nullified by the customers' rough reception at the store—for the abused customer suddenly retreats, and presents no complaint. It may be that customers of a certain kind are annoying, or even exasperating in their whims and ways; but, they have money, and should be humored to the extreme end of their inclination. You can tell them not to hurry in their purchases; to take ample time, to come again the next day, or the next week. In fact anything can be said that assures them that you have not advertised them into the store to do them a wrong, or to take their money without a fair or an attractive return. To sell things is an art, and, in some cases, a stroke of genius as great in its way as that of the artist in words or in colors. Let the customer get wrathful and abusive if he will: let him say what his temper prompts, but listen to him just the same. The business the advertising seller has in hand is to sell—not to quarrel and to remember that a soft answer turneth away wrath. The most highly organized businesses, such as the banks and in-

surance companies, are almost always notable examples of the exercise of politeness in business affairs. An employee in one of these institutions whose politeness and urbanity were in any way at fault would soon receive a polite hint that his services were not much longer desired—so necessary is it that the patrons of these institutions shall be assured of pleasant experiences in visiting them. Almost any one who has lived to maturity can point out or remember country or city stores where the merchant and his clerks were models of politeness. People patronized them because it was a pleasure as well as a necessity. They were sure of having every possible attention—of having special favors even—and of having any purchase that they made—which was not finally satisfactory—either canceled or in some way made right. The truth is that business of all sorts is made successful largely by the way in which it is presented. The nations of the world do their business with other nations by diplomacy and their success in it comes from the skill and urbanity of the diplomats. A gruff and rough personality would never be selected to a ministerial office or to an ambassadorship nor should he be to a business office where he comes in contact with its patrons. A clerk behind the counter may not be able to initiate large transactions; he may not have great brain power; and he may be one of Abraham Lincoln's so-called "common folks" whom the Lord must like because he made so many of them, but—whatever he is—he must possess *savoir faire*, he must know either by instinct or instruction that the people he has to deal with must be pleased and must exemplify the fact (whether he realizes it or not) that politeness is a very important business asset.

THE man who knows advertising is sawing wood, it's the man who thinks he knows who is making the big talk—the knowing one is too busy making money to do much talking.—*White's Sayings.*

SOME business men write ads like they would saw a board in two—hit any place but the mark.—*White's Sayings.*

**T**here are  
more  
**Cubines**  
sold every day  
within the  
corporate limits  
of the City of  
Minneapolis  
than all the other  
local English  
daily publications  
combined

*See report of the Associa-  
tion of American Advertisers*

## MAIL ADVERTISING FOR MANUFACTURERS AND WHOLESALESA.

*By Edmund Bartlett.*

The average manufacturer or wholesaler who employs a number of salesmen, and who is perhaps an old salesman himself, doesn't realize the possibilities of selling goods by mail. If you propose such a thing to him he will smile incredulously and tell you that people don't buy his goods in that way. They must see samples, he will say; there are a thousand influences to fight against that can be handled only by a man on the spot; that business people haven't time to read advertising matter; and that it takes personal effort, personal contact, to make sales. Yet right along goods are being sold by large manufacturing and wholesale houses entirely by mail, and the number is rapidly growing every year. While it is not always possible to close all the details of large transactions in this manner, mail advertising will accomplish a very large part of the salesman's work. When salesmen go after dealers in a certain territory they present certain facts or reasons why those dealers should buy their goods. The salesmen confine themselves pretty closely to facts, if they are the right kind of salesmen. Personality cuts a considerable figure, of course—but as a rule people buy goods of a salesman because they want the goods first, and because they like the salesman afterward. If some salesmen stand so high that their customers buy from them simply for the pleasure of dealing with these particular men. This class is entirely too limited to go around. The fact is, information must be communicated to intending buyers, and information is information, whether the salesmen give it or whether you put it into print or write letters about it. It can be conveyed less expensively and to a larger number of people by mail advertising, if the advertising is as good, relatively, as the talk of the best salesmen. And if some salesmen have the faculty of talking good business out of nothing, it is likewise possible to present facts

so entertainingly and convincingly in advertising matter and correspondence that buyers are influenced by them just as they are by the talk of an entertaining drummer. I know a salesman who ridiculed the idea that anyone, by writing letters and sending out advertising matter by mail, no matter how persuasive and attractive it might be, could get any considerable amount of business from his territory that he could not secure by personal solicitation. He had been traveling over that ground for sixteen years and believed that he knew everybody who bought his line of goods. Not long afterward a mail system was put into operation in his territory for the purpose of securing any business he might be missing and to lessen the possibility of any of his trade going to competitors during his trips between places of some distance. The system did precisely what he predicted it would not do. So many direct orders came in that he finally made the request, when about to visit certain places, that no mail matter be sent to those places until he arrived there, so that he could secure whatever business the advertising stirred up. In addition to securing more business from regular customers, I repeatedly found that the advertising developed new business—business that had escaped this salesman's notice in spite of his sixteen years of constant traveling over the same ground. I also knew two other salesmen who traveled in company for another house, and who had the usual salesmen's prejudice against "circulars" as a means of selling goods. But when introducing a new food article they soon found that the much despised "circulars," put out in a very attractive form and telling the salesmen's story in a better way than they could tell it themselves, so familiarized buyers with the goods that their labors were considerably lightened when they came around to get the orders.

—♦♦♦—  
The man who uses "cheap" advertising suffers the same fate as the man who bought the air gun because ammunition was cheap—the bear treed him.—  
*White's Sayings.*

By

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pap  
anyD  
Tribu

# **BEGIN**

## **The New Year**

# **RIGHT**

By placing your Business in Newspapers of known value.

*The*  
**Scripps - McRae League**

**THE CINCINNATI POST  
THE ST. LOUIS CHRONICLE  
THE CLEVELAND PRESS  
THE COVINGTON, KY., POST**

**Have a combined daily  
guaranteed circulation  
over 315,000 copies.**

**Advertisers will find that these newspapers bring results at less cost than any other similar list in the country.**

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|                         |                               |
|-------------------------|-------------------------------|
| <b>D. J. RANDALL</b>    | <b>I. S. WALLIS</b>           |
| Tribune Bldg., New York | Hartford Bldg., Chicago, Ill. |

## WHICH COMES FIRST?

*By Margret Holmes Bates.*

Present time is the greatest on record, and the advertising man is its leading feature. There was never so much advertising, and though great quantities of it are well done, still in a general way there is room for improvement. That it must be done in some way has been settled long ago. If there is an article that is needed or if a fictitious need can be fostered, it is all in the line of fair business. If the want is purely fictitious the sales are governed by that fact, and only those who can afford luxuries will purchase. The claim of the optimistic vendor that advertising and invention create wants is not strictly true. If there is something in constant and general use, like food or artificial light or common house furnishings or clothing, then all these may be improved upon, and the improvements, if not too expensive, will meet ready sales.

In a recently published article on modern advertising the essayist asserts that: "The difference between primitive people and those advanced in their modes of living is marked by the number of their desires. Now modern advertising has increased these to a wonderful extent." The assertion that advertising has increased the wants of a people is a fallacy. If the want did not already exist where would be the use of saying where the want might be supplied? Look at the farmer's family or the dweller in any out-of-the-way place. They read the advertisements of silks and laces, satins and velvets. The reading creates no desire because there is no suitable place in which to display these things. It is the town's people, especially women, who follow up the daily advertisements in order to supply already existing wants. They buy the filmy laces, the sheer lawns, and linens, and silk gingham, and sherry organdies and all the innumerable new weaves that are only fit for city pavements, carriages and gas—or electric-lit drawing rooms. True, city people buy the more substantial fabrics as do the rural folks. They have much use for

heavy shoes and dresses and wraps, but there the parallel ends.

The apostle of advertising who preaches that it is the eloquence he uses that creates desires undreamed of, should invest in a house-full of monkeys and advertise them for general use for all classes of people. Let him use street car cards plentifully, and billboards without stint. Illustrated magazine pages would catch the notice of the exclusive, and full pages in the Sunday newspaper would appeal to the bargain hunter. This would be a fair test case. Or, let him take a dozen balls of China silks into a mining town or to a ranch family somewhere in the wide and windy West, or amongst the farmers on the prairies of Illinois and Iowa. Let him tell the farmers' wives that silk is the most suitable and desirable dress to wear when gathering huckle or cranberries amongst the wiry grasses. Let him assure the miners and their families that silk is much more durable than denim or ticking or flannel or hickory. Would he convince any of these folks that he was speaking the truth, even though he tells his story in seven languages and in letters a foot long? Would he create a desire for flimsy fabrics against judgment and experience? Usually, the sane, civilized person is well aware of his or her necessities and they read the news sent out by the merchants to find the places where these needs may be supplied.

Of course the conscienceless speculator may take a cargo of red calico, glass beads, silk hats and French millinery amongst the aborigines and dress out their chief in a paper collar, tall hat and embroidered slippers, while his wives and daughters drape themselves in sheer muslins and tie ribbons round their bare brown ankles. Some stately bronze coquette may wear an elaborate Parisian hat, "only that and nothing more," and find herself the envy and admiration of all lookers-on. This merchant has created desires, and he gratifies them in the same breath. The baby sees the light of candle, lamp or gas jet and reaches for it when the nurse tells



him to "see the pretty light." In the same way he expresses his wish for the moon when it is advertised for his delectation.

Let some man who has faith in the potency of advertising to create wants import as many white elephants as he can secure in any length of time. Will he sell to anyone excepting to those who have some special use for the commodity?

Semi-occasionally there is announced a new breakfast food of the cereal persuasion. It is advertised vigorously and it is sold, but the want was already here, and when all is said that can be said about the new inventions in the way of prepared cereals, many persons prefer the old-time Indian corn made in mush from meal or samp. Advertising has sold all manner of rolled and crushed and flaked grains, because they are cheap and easily prepared for the table, and are supposed to be healthful. All the newer articles are more easily cooked than the corn and oat meals in use a few years ago. But, in spite of all this, many persons do not like the taste nor the effects of any of these things that they contemptuously call "cow food," and no amount of advertising will make them palatable. The fact of the matter is, the great majority of people nowadays are on the alert for anything that will make life easy and pleasant and give time for the enjoyment of congenial pursuits.

Any day we may hear somebody say: "Why don't the scientific people invent something to make this, that or the other easier or

entirely unnecessary?" It is this continual seeking to escape drudgery that has invented everything in modern life from the telegraph to the automobile, and from the self-threading needle to the disappearing gun. As long as the majority of people are not in hospitals for the insane there's no use of advertising what is useless, but the person who supplies a want, may toot his horn and be sure of returns.

#### GOOD IDEA—BUT DON'T BE TOO YELLOW.

A first class method of advertising is to make as much of a disturbance as possible amongst the people who should be customers of your store. This can be done in all sorts of ways. Almost anything that will create talk is of service in this direction. Striking advertisements, original window displays, new ideas about the store, etc., are much used by progressive store keepers. It does not really matter whether there is any direct connection between this and the actual sale of goods. The idea is simply to attract attention to the store, and get it talked about. Almost any occurrence of local or national importance may be used as a basis for a display of this character.—*George Murray in St. Paul Trade.*

#### WHY CALL IT AN ADVERTISE- MENT?

The most gruesome advertisement yet has in it the picture of a coffin—top view—with a horrible-looking emaciated corpse, with closed eyes and gaping mouth, stretched out in it. The display line reads: "Don't Die of Consumption." It is to be hoped that the company that is responsible for this shocking offense will die of a lack of consumption of its remedies. As to the newspapers which carry the advertisement, the most we can say is that we are sorry for them if they need the money so badly as to feel that they are justified in accepting this business in order to get it.—*Southern Drug Journal.*

### BUT ONE EDITION.

THE WASHINGTON EVENING STAR issues its regular daily edition every afternoon at half-past three, and its army of paid carriers at once start delivering the paper into the homes of practically the whole of Washington, D. C. Five times more STARS are regularly served by carriers than are sold on the streets.

M. LEE STARKE,

Manager General Advertising,

Tribune Building, N. Y. Tribune Building, Chicago.

For the purpose of fostering an ambition to produce good retail advertisements **PRINTERS' INK** opened on December 24, 1903, a

## RETAILERS' CONTEST

of advertisements. Any reader or person may send an ad which he or she notices in any newspaper for entry in this contest. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in **PRINTERS' INK**, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to **PRINTERS' INK**, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed **RETAILERS' AD CONTEST, Care Editor, PRINTERS' INK, 10 Spruce Street, New York.**

### SECOND WEEK.

In response to the competition announced in the adjoining column 12 ads were received in time for consideration and report in this issue. The advertisement reproduced below was deemed the best of all submitted. It was sent in by L. W. Marshall, 478 Jefferson Ave., Brooklyn, New York, and it appeared in the *Pittsburg Times* of December 16, 1902. A coupon, good for a year's subscription to **PRINTERS' INK**, was mailed to the sender of this ad, as stated in the conditions of the contest.

As already stated, this contest is to encourage good retail advertising. Retailers everywhere are invited to send in the advertisements which they use in their local papers. Any retailer who spends as much as a hundred dollars for advertising space a year can read **PRINTERS' INK** with profit. Publishers of local papers should call the attention of retail advertisers to the Little Schoolmaster, and if they will mail the names of such who would likely be interested, sample copies will be mailed to them.

**Give the  
Boy  
Something  
Practical.**

Present him with a bank book on Christmas morning and then help him to build up a savings account. You can't teach him habits of thrift and economy too early, for as the twig is bent the tree inclines.

This bank allows 4 per cent. interest compounded twice a year on all savings. \$1 will open an account—

**PEOPLES SAVINGS BANK**  
**PITTSBURG, PA.**

BOSTON DAILIES.

Boston, Nov. 11.—Newspaper affairs in this city are more than encouraging, and the several excellent papers of the "Hub" are busy to the point which makes financial success a positive assurance. In the field of week-day advertising the newspapers stand in the following positions: *Transcript*, first; *Globe*, second; *Herald*, third; *Post*, fourth; *Traveler*, fifth; *Record*, sixth; *Journal*, seventh; *Advertiser*, eighth. These standings are made from figures giving the advertising carried on the secular days of the week. To show more plainly the relative strength of each in advertising, I shall show, by comparisons, how the dailies stood on October 8th, and as Wednesday is invariably a good day with all newspapers, the measurements should prove absolutely fair to all concerned. The figures represent agate lines. The advertising is divided into three classes, namely—"Want," "Local" and "General." Here is how the eight dailies stood on the day above mentioned:

|                       | Pages | Want  | Local  | General |
|-----------------------|-------|-------|--------|---------|
| <i>Transcript</i> ... | 24    | 3,703 | 10,242 | 1,925   |
| <i>Globe</i> .....    | 14    | 5,269 | 5,264  | 1,680   |
| <i>Herald</i> .....   | 12    | 2,751 | 4,228  | 1,215   |
| <i>Post</i> .....     | 10    | 651   | 4,823  | 1,603   |
| <i>Traveler</i> ...   | 10    | 1,225 | 3,355  | 931     |
| <i>Record</i> .....   | 8     | 776   | 2,639  | 1,612   |
| <i>Journal</i> .....  | 10    | 371   | 2,030  | 903     |
| <i>Advertiser</i> ... | 8     | 861   | 1,729  | 49      |

TOTAL NUMBER OF LINES:

|                         |        |
|-------------------------|--------|
| <i>Transcript</i> ..... | 15,870 |
| <i>Globe</i> .....      | 12,213 |
| <i>Herald</i> .....     | 8,294  |
| <i>Post</i> .....       | 7,077  |
| <i>Traveler</i> .....   | 5,511  |
| <i>Record</i> .....     | 5,027  |
| <i>Journal</i> .....    | 3,304  |
| <i>Advertiser</i> ..... | 2,639  |

The showing made by the *Transcript* is nothing short of remarkable. Save the *Globe*, it carried more want ads than any other Boston daily; its local advertising was about double that of the *Globe*, and two and three times more than was carried by some of the other papers. It is said, and very properly, that no class of advertisers know to a certainty a newspaper's real value so well as the general advertiser and local merchants. In general advertising the *Transcript* carried 1,925 lines, as against 1,680 lines printed in the nearest competitor, the *Globe*.

The *Transcript* was a twenty-four page paper on that date, a usual thing, while the others printed all the way from fourteen down to eight pages.

These facts, coming at this time, show Rowell's Newspaper Directory to have been justified in according to the *Transcript*, the double bull's eye—signifying, "advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed."

The *Transcript* is a proposition that must appeal to any reasoning advertiser—a proposition that compels the sort of attention and respect that brings business to the advertiser of legitimate goods.—*Newspaperdom*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

TRADE JOURNAL wanted. Must be entered in New York P. O. DANIEL T. MALLETT, 223 Broadway, New York.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

STORIES of Jewish Life wanted by the AMERICAN ISRAELITE, of Cincinnati. Mark price wanted on manuscript and inclose postage for return if not accepted.

WANTED—Situation as advertising solicitor on first-class technical or trade paper, by reliable, competent and experienced man. References given if desired. "W. S. W.," Printers' Ink.

TO PRINTERS: The publishers of PRINTERS' INK ask for a bid from a competent printer for doing the composition, presswork and mailing. Address GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

WANTED—Competent editor for a leading Chicago technical trade journal who can translate German and French. Good salary and permanent position for capable man. Address, with references and particulars, "B. B. G.," care Printers' Ink.

TO PRINTERS: A bid is desired for getting out the semi-annual issue of the American Newspaper Directory. Composition, alterations, presswork and binding. Communicate with GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

WANTED—For New York City and in other principal cities of the United States, correspondents who have the ability and experience to write upon commercial, industrial and financial advertising topics, including the capacity to carry out assignments for interviews. Applicants must possess the faculty to write terse, virile, common sense English—a mind open to observe and conceive. Padders and space wasters are not desired. Write to "A. A. A.," care Box 672, New York City, giving references, short sketch of own life, and experience, if any.

ADVERTISING WRITER WANTED.

An unusual opening for the right man to enter the largest establishment of the kind in the world, where he will have opportunities of learning all sides and various methods of the advertising business.

Must show real ability as a writer and thinker—possess a terse style of expression—know something of type, colors and display—and be able to suggest illustrations better than the usual kind.

Practical advertising experience not an essential, if evidence is shown that natural ability is possessed.

Particular preference will be given to successful salesmen.

The salary paid will be small to begin.

All applications will be considered as confidential, and samples (inclosing postage) will be returned promptly.

Address (by mail only), stating age, with experience (if any), references, salary expected, and add any further information which will give a better understanding of qualifications, etc.

THE WHITMAN COMPANY, 116 Nassau St., N. Y.

**ALL** newspaper circulation managers to write for prices and samples of the ten different books published by and written by Muriel Halstead. They make paying premiums. Over 6,000,000 sold. Enormous demand for his latest books. THE DOMINION COMPANY, Dept. D, Chicago.

**WANTED**—Young man with a knowledge of advertising, and some experience at advertisement writing, to fill a position of advertisement writer in the office of a general advertising agency. State age, business experience, and salary expected. Address "ABILITY," care Printers Ink.

**COMPOSITOR WANTED.** A first-class man to take charge of composing room of monthly publication; must be good ad setter and make-up man and of good habits; liberal pay and permanent position to right party; applications from non-union men will be considered. Address BURL PRINTER, care Printers' Ink.

**EVERY** publisher who will donate some space to the worthy cause of the Surplus Property Orphans' Home and Industrial School will receive a certificate in colors, suitable for framing in office. Write at once, stating how much you will give.

SURPLUS PROPERTY ORPHANS' HOME,  
Box 55, Welsh, La.

### ADVERTISING MEDIA.

**THE** home advertisers use the **CHARLOTTE (N. C.) NEWS.**

**25** CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

**40** WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 8,000.

**POPULATION**, city of Brockton, Mass. 40,063. The Brockton ENTERPRISE covers the city.

**THE** CHARLOTTE NEWS prints more advertising than any other North Carolina daily. It pays.

**A** POSTAL card will bring you a copy of **TOWN TALK** from Ashland, Oregon. Look it over and give us an ad.

**35** WORDS, one month, 30c., classified column. Circulation 75,000. FACTS AND FICTION, 334 Dearborn St., Chicago.

**ANY** person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**TRADE PRESS LIST.** Boston, shows through its compiled lists the trade publications of the world, under specific headings. A most valuable office reference.

**ROWELL'S** Directory indicates that the CHARLOTTE NEWS and TIMES-DEMOCRAT are two of the best advertising propositions in North Carolina.

**TOWN TALK**, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

**ADVERTISERS' GUIDE**, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 35c. Ad rate 10c. nonpareil line. Close 15th. A postal card request will bring sample.

**ONLY** 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

**\$10** WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application.

**LARGEST** afternoon circulation, largest advertising patronage, most progressive city, most prosperous section of the State. These are some things that commend the CHARLOTTE (N. C.) NEWS.

**THE** YOUNGSTOWN, O., VINDICATOR, leading newspaper in Eastern Ohio. Daily, Sunday and weekly. Circulation statements and rates for space of LA COSTE & MAXWELL, Nassau Beekman Bldg., N. Y. City.

**50,000** GUARANTEED circulation, 15 cents a line. That's what the **PATHFINDER** offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. THE **PATHFINDER**, Washington, D. C.

### SUPPLIES.

**W. D. WILSON** PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine-cut inks than any other ink house in the trade. Special prices to cash buyers.

### PRINTERS.

**IF** you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

**A** SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. **PRINTERS' INK PRESS.** 10 Spruce St., New York.

### MISCELLANEOUS.

**MANHATTAN PRESS CLIPPING BUREAU.** Arthur Cassot, Prop., 9 West 14th St., New York. Clippings of all ads. and items of interest to the trade.

**YOU** can get a fac-simile reproduction of the Declaration of Independence by sending 20 cents stamps to Lock Box 1,000, Hawley, Minnesota. Will attract more attention than a thousand-dollar painting.

### PRINTERS' MACHINERY.

**WE** BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price. **CONNER, FENDLER & CO., N. Y. City.**

### HALF-TONES.

**GOOD** half-tone at a low price. **STANDARD** 61 Ann St., New York.

**PERFECT** copper half-tones, 1 col., \$1; larger 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

### TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE.** Sample copy 10 cents, New York City.

### FOR SALE.

**THE** CHARLOTTE NEWS and TIMES-DEMOCRAT have the largest circulations in the best city and county in North Carolina.

**YOU** can buy space in the Charlotte NEWS at reasonable rates. It carries more advertising than any other North Carolina daily.

**SPACE** for sale in every issue of **FACTS AND FICTION** at 20c. per line. Circulation 75,000 monthly. It pulls results that pay. **FACTS AND FICTION**, Chicago.

**PRINTERS' INK PRESS** FOR SALE: The price may be paid in work. Apply to G. V. QUILLIARD, Jr., Manager the Geo. P. Rowell Advertising Agency, No. 10 Spruce St., New York.

**FOR SALE**—Hudson River Weekly, within 7 miles of N. Y. City. Paying property. Established over 17 years. Model office and up-to-date equipment. Easy terms of payment. "W. E. X." care Printers' Ink.

CALENDARS.

**M**OST artistic line of advertising calendars ever offered. Write for price list.  
BASSITT & SUTPHIN,  
45 Beekman St., New York City.

FOLLOW-UP SYSTEMS.

**P**RI NTED matter telling all about them free.  
THE SHAW-WALKER CO., Muskegon, Mich.

PREMIUMS.

**M**URAT HALSTEAD'S books have had remarkable sales. Over 6,000,000 sold in 6 years. Demand steadily increasing. We have published 10 different books by this author. Best of premiums for newspapers and wholesalers. Satisfactory prices. THE DOMINION CO., Dept. D, Chicago.

**R**ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 31st issue now ready; free. S. F. MYERS CO., 45-50-52 Maiden Lane, N. Y.

BOOKS.

**D**EPARTMENT STORE DIRECTORY.  
\$1 postpaid. 233 Broadway, New York.

SUCCESSFUL ADVERTISING.

HOW TO ACCOMPLISH IT.

By J. ANGUS MACDONALD.

The retail advertiser will find "Successful Advertising, How to Accomplish It," of inestimable benefit, as practically every phase of retail advertising is considered from the most practical view point. Division No. 2—Retail Advertising All the Year Around. Division No. 3—Special Features in Retail Advertising. The advertising writer will find that "Successful Advertising, How to Accomplish It," covers the vital questions of ideas, words, prices, types, illustrations, items, merchandise and audience most completely. Division No. 1—Ad Building. The general advertiser will find that "Successful Advertising, How to Accomplish It," is full of money-making ideas, as many chapters are devoted to his subjects. Division No. 5—Miscellaneous Advertising. The mail-order advertiser will find that "Successful Advertising, How to Accomplish It," covers very fully the most problems of mail-order advertising. Division No. 4—Mail-Order Advertising. 400 pages. Beautifully bound in cloth. Completely indexed. Postpaid \$2. Specimen pages free if you wish. THE LINCOLN PUBLISHING CO., Provident Bldg., Phila.

BUSINESS OPPORTUNITIES.

**W**E have the best advertising medium in Chicago, and will advertise good-selling article (one only) on a royalty; or will buy an interest, or will buy the output for Chicago.  
Address Post Office Box 522, Chicago.

COIN CARDS.

**83** PER 1,000. Less for more; any printing.  
THE COIN WRAPPER CO., Detroit, Mich.

ADVERTISING NOVELTIES.

**D**ESK CLOCKS, bronze letter openers, thermometers, etc. H. D. PHELPS, Ansonia, Ct.

EXCHANGE.

**E**XCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

STEREOTYPE OUTFITS.

**C**OLD Simplex stereotyping outfits, \$13.50 up. Two engraving methods, with material, \$2.50. Foot-power circular saw, all iron, \$37. HENRY KAHRS, 240 E. 33d St., New York.

ADDRESSES FOR SALE.

**3,000** addresses of personal friends in North Central Ohio, outside of Cleveland, \$2 per thousand. W. H. COLE, Wellington, Ohio.

ADVERTISEMENT CONSTRUCTORS.

**W**HERE to reach JED SCARBORO, 557a Halsey St., Brooklyn.

**A**D-RHYMES that have rhythm and life and sense. FARR, Caxton Bldg., Buffalo.

**E**DWIN SANFORD KARNs, writer and promoter of profitable publicity, 571 East Forty-third St., Chicago.

**M**Y Dooley sketches are as good as Dunne's. He won't write them for your ad. C. A. McFARLANE, Buffalo, N. Y.

**H**ENRY FERRIS, his [FF] mark. 918-890 Drexel Building, Philadelphia. Ad-writer, designer, adviser.

**I**LLUSTRATED advertisements at low cost for bankers and retailers. Best made. Send business card. ART LEAGUE, New York.

**I** HAVE given special attention to "call-up" or "follow-up" systems for merchants and manufacturers. If you feel the need of my help let me hear from you. DAVID E. GOE, Madison, Wis.

**T**HE Misses Hoffman, 1306 Woman's Temple Chicago, Ill. Advertising Designers, Writers and Illustrators. Insurance, telephones, savings bank ad special. Very truly yours, THE MISSES HOFFMAN.

**A**DWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

MEDICAL ADVERTISERS.

I have written a great deal of medical advertising for many of the most successful proprietary concerns in the world. I have studied physiology and can treat medical subjects in a practical and convincing way. I also provide illustrations. My prices are so moderate that it will pay any advertiser wanting bright and effective copy to write me about it. WOLSTAN DIXEY, Advertising Specialist, 156 Fifth Avenue, New York.

**T**'IS FRIGHTFULLY COSTLY!!  
for a man in any business or profession whatsoever, to be FORGOTTEN and this is what makes oblivion come so very, very "high." The man who is REMEMBERED by a buyer about to place an order is the man who gets that ORDER every time, whereas the man who is FORGOTTEN don't. I make a specialty of building little memory joggng "things" of various kinds that when persistently used insure their promulgator against being so EXPENSIVELY FORGOTTEN. Many of these "little things" of my "get" slip into the regular 6 1/2 envelope and into "heads" from No. 7 upwards and say in small space quite as much as need be said to a busy man with his thirst for "hot-air" and "padding" under perfect control. I'm always glad to send samples of my "doings" to those whose communications suggest possible business, and who know too much to use a postal card when asking that they be sent.

REMEMBER THIS, MY BRETHREN!!  
You cannot "refresh" a buying memory too often—if done discreetly.

FRANCIS I. MAULE,  
Commercial Literature of All Kinds,  
No. 20, 428 Sanson Street, Philadelphia.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: No. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, DEC. 31, 1902.

THE Daily Newspaper Advertising Representatives Association of New York, which was organized February 11, 1902, recently disbanded. The special agent, who informed the Little Schoolmaster of this fact, said that after the founders of the now defunct society had all the advertising they could get out of the scheme, there was no further cause for its existence.

FOR the second year Macy's disregarded the practice of keeping open evenings during the last ten days before Christmas, and the results are said to have been wholly satisfactory, though all other stores followed the traditional custom. The firm advances as its reason for closing at six o'clock during the pre-holiday trade that its clerks live long distances from the store, ferryboats and cars are uncertain, and employees have so little sleep during the holiday rush that they are tired out and unfit for their duties during the day. Statistics from the Macy Employees' Mutual Aid Association show that during the last holiday season in which the store was kept open evenings there were three times as many people on the sick list at the expiration of the rush season than there were in the years that the store has been closed early, and this despite a large increase in membership during the past year. Extra pay is given salespeople for the entire month of December, regardless of the early closing rule.

As a tree is known by its fruits and as a man is judged by his conduct, so an advertiser is measured and placed by the text matter of his advertisements.

THE best "newspaper English" in advertising as in news columns is that which shows the "right words in the right place." A style may be pure without being classic, and it may be forcible and convincing without possessing either of these qualities.

INDIVIDUALITY is most important in advertising. The advertiser seeks business, and in order to get it he must make that business distinct and recognizable. This may be done in one or many of several ways. It may be in a striking style, or in a trademark, or in some form of type, or by illustration. Much advertising is valueless because of its lack of individuality.

AT St. Paul, Kan., a paper called the *A. H. T. A. Weekly News* was established February 6, 1902. Its subscription price is 50 cents a year. W. W. Graves is editor and publisher. The initials "A. H. T. A.," are those of the Anti-Horse Thief Association, of which this paper claims to be the official organ. It is asserted that it has already secured a circulation of 2,850, and is growing at the rate of 50 per day. Whatever may be true of horse thieves in Kansas, it is evident that circulation liars are not extinct.

THE noncontiguous territory of the United States is supplying a large and growing market to the producers and manufacturers of the United States. The October statement of the Treasury Bureau of Statistics shows that the shipments of merchandise from the United States to Porto Rico in the ten months ending with October, 1902, amounted to practically \$10,000,000—a million dollars a month—against six and three-quarter millions in the corresponding months of last year. To the Philippines the shipments in the ten months ending with October were over four million dollars, against a little over three millions in the corresponding months of last year, and two and three-quarters in the same months of 1900.

TOM HOOD says that money "is easy to get but hard to hold." The same oftentimes is true of trade. Advertising will bring the latter, but it will not hold it. It can be retained only by honest and intelligent business methods.

THE *Baptist Standard*, published weekly at Dallas, Texas, has credit in the American Newspaper Directory for issuing weekly 26,494 copies. But one other Baptist publication in the entire country gets credit in the Directory for issuing half as many, but it is possible that the Directory information is not infallible.

FROM the Buffalo *Express* comes a holiday gift in the form of a vest pocket memo book, bound in heavy leather, containing a blank diary for 1903, spaces for addresses, identification of owner, rates of postage and a complete set of maps of the United States, the West Indies and the Philippines, together with population statistics, areas, location of rivers and lakes and other useful matters. This booklet was compiled, engraved and printed by the Matthews-Northrup Works, and is much more complete and compact than the average publication of its sort. In the fly leaves stress is laid upon the advertising value of the *Express* and its standing as a "gold mark" daily.

"NON SENSE AND HAT SENSE" is an odd booklet recently prepared for Gordon Hats by Mother Goose. This well-known person has revamped some of the more popular of her famous jingles, tacking onto each a Gordon moral, and the work has been done in her very best manner, both as to verse and pictures. The printing was intrusted to the Cheltenham Press, and has been performed in a style that lends considerable attractiveness to the good lady's production. On the last cover is a hat chart, showing "at a glance" the proper hat and coat for all formal and informal occasions, and giving its information so authoritatively as to suggest that it must have been prepared for this volume by Mrs. Grundy herself.

A PUPIL of the Little Schoolmaster says that he always takes delight in the correspondence which PRINTERS' INK contains in almost every weekly issue. Such letters are the news features of a weekly paper—the live wire. The Little Schoolmaster himself delights in receiving bright communications on many subjects of interest to advertisers in general. Therefore he trusts that his pupils will find even more occasion during the coming year to write him letters of the sort, which may be printed and preserved in the volumes of PRINTERS' INK.

IN his department of NOTES the Little Schoolmaster briefly reviews specimens of booklets, pamphlets and other literature which advertisers submit for that purpose. PRINTERS' INK has always considered this feature as one of interest and has received many letters sharing this belief. The other day a communication to the contrary came in the Little Schoolmaster's ample mail pouch. Although the communication was not considered of weight, it would be desirable to know whether such adverse opinion is also entertained by others.

"EVERY time the clock strikes" is the catch phrase used by the Philadelphia & Reading Railway in connection with its hourly trains between New York and Philadelphia. Emphasis is laid upon the fact that the trains start upon the even hour between 7 a. m. and 7 p. m., and that there is no need to worry about time tables. This seems an excellent idea upon which to base extensive advertising, and it is said that the road intends to exploit the service extensively in New York City and the City of Brotherly Love. The first step is a two-sheet poster of striking design, showing Father Time, a clock dial and a vested train, the whole being set off against a golden background upon which are silhouetted the sky-line of Manhattan and the words "Every Hour to New York by the Reading." This poster is intended for use in Philadelphia, and will probably have its New York companion.



WHEN an advertiser reaches a point where he knows he cannot learn any more, his day of usefulness is on the wane. Knowledge is ever progressive.

THE "three lanterns" of the Hackett, Carhart & Company clothing stores have already identified themselves with the ads of that concern to the extent that one feels jarred to see them occasionally swapped for three poorly drawn electric lamps.

"SPONGE LAND" is a cleanly printed little sixteen-page booklet from James H. Rhodes & Company, Chicago, in which the sponge fisheries of Florida are described entertainingly by means of facts and some attractive halftones. This booklet, designed by Charles Austin Bates and intended for the retail druggist, presumably, will be certain to impart information that will be new and interesting, and which, at the same time, will lay stress upon the firm's plan of selling sponges by the "producer to consumer" method. The "few words" upon this method of selling that are used as a preface seem rather too long drawn out.

THE publishers of some papers who are unwilling to let advertisers know how many copies they print sometimes say that they think the American Newspaper Directory is a blackmailing institution, but every publisher who is heard to say that he thinks the American Newspaper Directory is a blackmailing institution is in the habit of attempting to make advertisers think that he prints more copies than he does print. This is a pretty broad statement and it is said that there is no rule without an exception. PRINTERS' INK, however, has never yet discovered a single exception to the above rule and has never heard a publisher say that he thought the American Newspaper Directory a blackmailing institution that was not himself the kind of a man that would make the Directory a blackmailing institution if he published it. At the same time when he said he thought it was a blackmailing institution, he knew he was lying. He did not think so, he only said he thought so.

AN advertisement should be a simple, straightforward statement, easily read, easily comprehended, and conspicuously placed.—*Rowell's Advertising Manuals No. 2.*

A REPRESENTATIVE of the New York *World* carries about with him a memorandum which he says represents the sales of the New York morning papers at the present time in Greater New York by the combined news companies. They are interesting.

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| Times.....   | 74,200 |
| Herald.....  | 66,867 |
| Press.....   | 66,842 |
| Tribune..... | 12,812 |

SINCE the opening of the Saks and Macy stores in Herald Square there have been rumors that John Wanamaker contemplated a removal to Twenty-third street or even further up town. To refute this gossip Mr. Robert C. Ogden recently announced that plans were under way for a large store just south of the present structure in the block bounded by Broadway, Fourth avenue, Eighth and Ninth streets. Mr. Wanamaker has been acquiring this property gradually during the past two years, and is now using some of it as annex stores. Work upon the new building will probably be begun in the spring. The present store is very crowded, and the increase of traffic and travel that must inevitably be brought to Cooper Square and its neighborhood by the opening of the subway and the new East River Bridge will make this district a retail center of the first importance. A subway station will be located at the southeast corner of Mr. Wanamaker's new site, which is much larger than that upon which the old Stewart store stands. Besides the subway, this district is fed by the Third avenue elevated road and a half-dozen lines of surface cars. During the past year there has been a decided access of retail trade to this section of the city, and in some instances it has encroached upon the solid wholesale district south of Eighth street, as in the case of Browning-King's establishment in Cooper Square.

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## SPHINX CLUB PROCEEDINGS.

Practical things are said by practical advertising men at the monthly meetings of the Sphinx Club. This organization not only includes those most representative of advertising in New York City, but regularly entertains representative advertising men from other centers where good publicity is made. In the belief that it may be suggestive and helpful to his readers, the Little Schoolmaster will hereafter publish a condensed report of each month's proceedings. Directly after dinner at the fifty-second meeting, held at the Waldorf-Astoria November 12, 1902, President George H. Daniels announced that Mr. Oscar E. Binner had been proposed as a substitute for Mr. Artemas Ward on the committee to investigate and suppress fraudulent advertising. This substitution was approved by the club. "How to Develop New Advertising" was the theme of the evening. The first speaker was Mr. John Lee Mahin, who said, in part:

The chief obstacle to the development of new advertising is the man who has space to sell. The man who sells space to all comers, regardless of how it is to be used, shows no better business judgment than the man who killed the goose that laid the golden egg. The best thing a proprietor of any form of advertising media should do is to study the needs, tendencies and capacities of the people whose eyes see the space he has to sell. Then, in seeking to sell that space, he should approach only those who have something for which a demand already exists, or can be profitably created, among those who are likely to see what is exploited. He should always stand firm that space is not by any means the whole of advertising. The strength of the classified columns of many daily papers, the predominating advertising section of the magazines, the usefulness of most trade papers, is due to the large number of interesting advertisements which certain people have learned may be always found therein. The publisher owes it to himself to see that nothing which is not of genuine interest to those who are reached by his medium is permitted in his advertising space. No self-respecting publisher allows an advertisement reading "Wanted 10,000 men to buy our \$2 shoes" in the help wanted column. The Associated Billposters and Distributors in its constitution prohibits its members from "displaying of paper...advertising medicine for venereal diseases," on the ground that it is "degrading to the business and has a direct tendency to discourage commercial advertising on the billboards." The

*Ladies' Home Journal* and *Delineator* exclude all medical and liquor advertising, not, as I understand it, because of want of faith on the part of the publishers in these articles, but because readers are insured a more interesting class of advertisements in which they will have a deeper confidence, and the advertising columns become more valuable to reader, publisher and advertiser. No stronger indorsement of this policy need be cited here than a simple comparison of character and volume of the advertising in the *Ladies' Home Journal* and the *Delineator* of November this year and the same month last year. The owner of advertising space who realizes that advertising is not selling space, but the utilization of space in impressing ideas upon human minds, not only discriminates on the character of the advertisers whose business he seeks and accepts, but also in the means by which he permits these advertisements to be secured. He will demand in his advertising manager and solicitors clean, straightforward business men, well grounded in the principles of modern business and trained in accurate, scientific business methods. He will demand men who understand human nature, who have horse-sense, who are really practical psychologists and who recognize the relative value of sentiment, argument, affirmation and appeal in producing impressions on human minds. Space being an essential ingredient to advertising, should have its qualities known and made as rigid as possible. What can be more unscientific, more destructive to intelligent effort, more disheartening and discouraging to find those that possess this space seek to obscure its true value by refusing to state circulation and failing to fix and maintain an invariable price for its use? The waste of money, time, energy and thought given in many quarters in buying magazine, newspaper and street-car space is a senseless tax on the advertising business. If space was of paramount importance there might be some excuse for the wasteful methods of barter which long ago have been superseded in such well-known mercantile establishments as Wanamaker's, Marshall Field's and the Tobey Furniture Company by a strictly one-price system. A flat rate gives no advantage to the large buyer who already enjoys advantages which make advertising of less value and importance to him than his obscure competitor. A flat rate forces the seller of space to concentrate his energy on showing how his space fits into the best progressive policy of the advertiser. To develop new advertising, the small advertiser must be encouraged. It is a very barren field for him where there is not confidence in the advertising medium, stability in its prices and a place where his efforts have a reasonable opportunity of success. The small advertiser at the first must wait patiently for his rewards. While it may truthfully be said the small advertiser is frequently a man of small caliber and profitless, considering the time he takes and trouble he makes, he still remains as the most frequent expression of the first appearance of a large national advertiser. The large-minded man who flies a kite as Franklin did, and finds that he can attract the mysterious ad-

vertising electricity from the rain clouds of modern business, soon goes into things as deep as his capital will permit. This man ought to be encouraged. He defines the true value of methods, copy and media because his business success follows directly from such causes. He points the way to large advertisers, who, through long-established trade, wide-selling connections and with large forces of trained creative salesmen, are frequently unable to decide how much advertising itself really does for them. One of those rare beings—a creative advertising representative—was once turned down by a large advertiser whose schedule for his paper amounted to nearly \$10,000. This representative interested a small, obscure competitor with a good article but with limited capital, practically no sales force and no prestige. This solicitor wrote copy, helped the advertiser meet his troubles with the trade with personal help and counsel. He mastered many details of his customer's business and learned how space in his paper would pay advertisers in this line of business if used right. The big advertiser noticed the announcements of his little competitor in this single newspaper, which was used exclusively. He had his salesmen report to him and they said the competitor's business was constantly increasing. Then he ordered his copy into the paper where he had previously refused to place it because of receiving no concessions. He saw it was too good a thing for him to miss. A creative advertising manager or solicitor cannot afford to personally do much of this work with the little advertiser, but he can send the little man to the right kind of an advertising agency. The advertising agency which will not bother with little business is usually not a creative agency, and in this fact forfeits the right to constant protection and co-operation on the part of the seller of space. One peculiar thing about a man about to advertise is that after an agency interests him he usually goes direct to some publisher or space-seller and wants to do business direct. It is at this point that many good possibilities are killed. The unskillful advertiser usually is an imitator who conforms to the outward manifestation and not the spirit of a successful advertiser. He generally seeks the publisher direct, with preconceived notions as to space and copy, without adequate knowledge of the function of advertising or even an appreciation of its principles. Many publishers take the money of this kind of an advertiser in good faith. While they have space to sell, advertising to them is such a mystery that they view it largely as a lottery. The fact that the people they reach constitute a peculiar constituency, with appetites, tastes, desires, aspirations and variously proportioned capacities, does not occur to them. That these people can be bound closer to the medium by advertisements particularly suited to their needs or capacities and driven away by those which are not, has very seldom been figured out by the publisher. Nor has the proprietor often studied the characteristics of his constituency, classified, indexed and placed in concrete form the data thus secured for the benefit of the advertiser. The ideal agency

does not exist and never will until space proprietors awaken to their own best interests, as well as those of advertiser and advertising agent. When that day comes the creative advertising agencies will be freely furnished with data that now they are compelled to seek through subterranean channels or by the laborious and expensive process of compilations from the experiences of their customers. The true advertising agency should be neither agent of the buyer or seller. It should be an independent factor, having the confidence of both buyer and seller. It should be a time-saver, a true guide to the advertiser, a quicker and surer source of supply to the space-seller and a useful servant to humanity in joining together such as belongs together and keeping apart each and every factor which in contact cause confusion, friction, congestion and ultimate destruction of the best interests of all. In such an agency intelligent, scientific experience becomes more valuable as the men become older. In such an agency the purpose of the advertiser is not expressed as the advertiser directs, but as the combined knowledge and skill of the agency independently decides and executes. Happily for the advertising business, there are many sellers of space who take the stand that they cannot do the work of the advertising agency organization and their own. They discriminate just as an agency must in justice to its advertiser, with 22,000 publications, besides sellers of street-car and billboard space ready to receive business. They discriminate by sending new advertisers to a creative agency and in doing this they do more to develop new advertisers than they could by any other means. A space-seller, however, seldom reaches this point, which marks his highest development as a true advertising man, until he has passed through the other stages of evolution, namely: 1st. Refusing to accept or solicit business unsuitable to his media and constituency. 2d. Selling only at a fixed price, without ever allowing agent's commission direct, and only recognizing real creative agents and refusing to countenance scalpers. 3d. Always being ready and willing to aid the small advertisers with data as to the field his medium covers, how the advertiser's goods are selling in his territory and extending such other co-operation as does not cheapen or degrade the service in the advertiser's mind. In conclusion, I want to pay a deserved tribute to the new advertising men who are working on the new lines of co-operation. When we ask a man to make a canvass of the grocery, drug or dry goods stores, to find out how certain articles are selling, we do not do it because we have no work to do or because we want to save our customers some money they ought to spend for themselves. We ask this because we want facts with which we can confront the advertiser and prove that things he thinks are so are different. When we urge publishers to encourage men to study advertising writing, to say a good word for the advertising schools that teach certain well-known fundamentals by correspondence, we know we are doing an unselfish thing which is bound to benefit everyone, who has advertising space to sell. To develop new

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vertising all of us who value advertising at all should stand firm for those principles which place a premium on industry, intelligence and integrity. For this kind of advertising the field is unlimited. The first furrow has scarcely been turned.

The next speaker was Mr. William S. Power, of Pittsburg:

It seems mighty like carrying coal to Pittsburg or salt to the sea for me to attempt to tell the members of the Sphinx Club anything they do not already know about the development of new advertising. Yet, if there is any subject upon which a Pittsburg advertising man ought to be able to talk it is this. The developing of new advertising is about all we have been doing in our city these last few years. Pittsburg is pre-eminently a city of new advertising; with a few notable exceptions there are no old advertisers over there. Pittsburg is now commencing to make her influence and her greatness tell in the advertising world. The greatest pleasure that I have ever found in work has been along the line of development of new advertising. There is a great and abiding satisfaction in the cornering of a big account that has already been developed—a satisfaction that is particularly apparent on settlement days—but the joy of life comes not from reaping what some one else has sown, but from the development of a new and distinct product, something that is a part of ourselves, the embodiment of our own personality. There is one point that I think we all run up against almost every day of our life, and that is the difficulty in impressing a new advertiser with the idea that there is anything for him to do aside from paying the bills in the working out of a successful campaign. There seems to be an inherent notion in the minds of new advertisers that the advertising itself ought to do the whole work, and I am firmly convinced that many a well-planned campaign fails solely because of the failure of the advertiser to co-operate. I had a rather unusual experience along this line a year or so ago. A very talented landscape architect and engineer came to me and said that he thought he ought to be able to extend the scope of his business by advertising. He was a man thoroughly capable of doing work in any part of the country, could tell you without a moment's hesitation what decorative scheme would best work into harmony with conditions in any part of the country. A man thoroughly qualified to do just the work that would come to him from general advertising. I took up his case with a good deal of interest and started to use quarter pages in a number of the high-classed magazines. I worked up a booklet and outlined two or three form letters and by the time the first advertisement appeared was ready to console myself with the thought that I had one new advertiser, at least, fairly started on the road to success. The magazines containing the advertisement appeared on the first month and on the third. The advertiser showed up in my office mad all the way through. He had a bunch of fifteen or twenty letters and postal cards in his hand. "You see dot," he exclaimed, "Look at dos letters. You

dink I got noddings to do but answer letters all day long. Twenty letters in dot bunch and not an order in the lot," and down went the whole bunch into the waste-paper basket. Well, I argued with him, I tried to explain that answers were what he ought to want, tried to tell him to send his booklet and his letters to the inquirers, but the more I talked the madder he got and I finally gave him up and cancelled his orders for subsequent insertion. "Vot he wanted was orders"—and he would not be satisfied with anything else. The idea that he must co-operate in any way with the advertising was entirely foreign to his notion of what advertising ought to accomplish. I think I owe the honor of being asked to talk to you to-night to the fact that we have succeeded in the development of a line of advertising in Pittsburg that is distinctive—that is to some degree away from the beaten track—that has for its basic principle a slightly new idea in the world of publicity. I refer to the proposition of banking by mail. A great many people have told me that banking by mail was not a practical proposition at all, that it was inconsistent with all the traditions of the banking business—that it was preposterous to attempt at long range to establish the confidential relations that are the foundation stone upon which successful banking is built—and the best answer that I know of to all these objections is, that banking by mail is not a theory, but a fact—a thoroughly demonstrated, eminently practical fact. Pittsburg savings banks are to-day receiving deposits and paying interest upon accounts that come from every country on the face of the globe. That sounds like a big statement, but it is true, and I do not believe it can be said of the banks in any other city in the world. A start was made a good many years ago when Pittsburgers who moved away from the city left their savings accounts behind and continued to add to them or draw from them by mail. Quite a number of these accounts gradually accumulated and from this small beginning a department of banking has developed that is entirely distinctive and that now reaches out into every corner of the globe. It was about four years ago when the first decisive move was made to develop the banking by mail idea. During a conversation with the cashier of one of our large savings banks I suggested the idea that if it was possible to look after a few accounts by mail it ought to be entirely practical to look after a large number. He agreed with me and we began adding a line to our local advertising to the effect that accounts would be accepted by mail. We also took up a number of out-of-town papers throughout Western Pennsylvania and Ohio. This little preliminary campaign was the means of bringing in quite a large number of deposits from points within a hundred miles or so of the city and it was good so far as it went, but when we proposed to the Board of Directors the idea of going beyond our own immediate field and making a definite effort to bring accounts from all parts of the country the project was such a radical departure that it rather staggered them. With a great deal of misgiving, however, we were finally given a few hundred dol-

lars and told to go ahead and see what we could do. I selected the farm papers at first, choosing the *National Stockman* of Pittsburg and the *Farm Journal* of Philadelphia with the idea that out in the country districts where banking privilege were less plentiful than in the city we would find our most prolific field. The returns from this advertising were good and inside of a year banking by mail was a thoroughly established institution in Pittsburg. The accounts that develop average probably higher than the accounts of resident depositors. Deposits of any amount from one dollar up are received but it is not at all unusual for the mails to bring deposits of anywhere from \$1,000 to \$20,000. I have said that in the beginning I selected the farm papers as the ones most likely to produce results. I was right in that and I was wrong. Our good friends of the rural districts are an obtruse proposition when it comes to anything that affects their financial affairs. There are hundreds of farmers who send their money to city banks simply because they do not want their local bankers and the community in general to know how much they have laid by—and there are farmers, and lots of them, who would not send their money to the bank of England if they were offered ten per cent on it. The farmers have faith in their local banks. They like to feel that their money is near them and that they can at least have an oversight on the building in which it is safely housed. We have found upon the whole that we get best returns from the cities and larger towns or at least, from the more intelligent classes of people. People who are capable of analyzing the evidences of strength and security and in whose mind it is possible to establish a degree of confidence necessary to bring about a temporary separation between them and their money. And in a word, that is the whole problem of banking by mail advertising—the instilling into the minds of the people a degree of confidence that is well nigh absolute. It is one thing to induce a man to buy something that you tell him is good. It is entirely another to induce him to send you the money that he has saved for a rainy day that you may keep it for him. And now, I do not want to be accused of attempting to throw bouquets at myself. I am not. I am speaking of advertising in a broad, general sense when I say that it seems to me almost the supreme test of the power of advertising that it is able to do this thing. If printers' ink, judiciously extended, will perform service such as I have just described, what can it not be counted upon to accomplish? I do not believe that even the most sanguine of us really appreciate the possibilities of the great force with which we are dealing. If we did there would be more new advertising developed. If we did there would be less attention paid to price and more to quality in the work we turn out. Now, I have been talking all around this subject, but I cannot stop without saying just a word on that subject of fraudulent advertising on which this club took such a decided stand a month ago. I want to say that I am with you heart and soul in the fight you have undertaken. I believe the time is coming

when it will not be a matter of sentiment or morality, but of actual necessity for agents and publishers, who expect to retain high class patronage, to turn down everything that tends to mislead or defraud. The day is not far distant when reputable advertisers will absolutely refuse to have their business handled by an agent, or placed in a publication that does not draw the line closely in this respect. And the work that this club is doing, and has already done, is going to be a tremendous force in bringing about that much-to-be-hoped-for condition of affairs.

Mr. Power was followed by Mr. Daniel M. Lord, of Chicago:

Brother Rowell and I have been long enough in the business to know that the position of an advertising man to-day is very different from what it was thirty or forty years ago. At that time advertising was looked upon as largely a gamble, and almost entirely as an experiment—in fact, the advertising man's position was very well illustrated by a prominent publisher who once said to me, "Well, you fellows belong to a class we can't get rid of and have to endure." To-day I am proud of the advertising business. Every day as I have grown gray-headed in it I have realized that in the evolution we are getting pretty near where we belong in the business world, and to-night I realize its high character more than ever. When Mr. John Mahin took his seat I realized that advertising had reached the period where we had the idealist and the theorist to elevate the entire profession. Emerson, the idealist in philosophy, Thoreau and Tolstoi, the idealists in socialism, have had their day, and now the period of idealism has reached the advertising business. I have but one sorrow—that I am so old that I cannot live to see the full development of this new movement. Years ago, when I traveled for our concern, I was going from St. Louis to Cleveland, and during the night we were laid out by a freight wreck; we were late in getting into Cleveland, where we were due for breakfast, and everybody was up and dressed, ready to leave the train, and a gentleman who occupied the berth above mine in the course of a conversation asked me what line of business I was in. I told him in the advertising business. He twisted up his face and said: "I should not think you would like that." I asked him why not: "Oh," he said, "advertising men are like life insurance men—they are nuisances." I was naturally somewhat nettled at this reflection on the business. I asked him what line of business he was in. He told me in a machinery business, and when I asked him who he sold in Cleveland he told me that one of his customers was the Standard Oil Co. I then asked him who he saw at the Standard Oil Co. He told me he saw the foreman down in the yard. I then said to him, "My friend, there is just this difference between your business and the advertising business: you go down and see the greasy foreman in the dirty yard, and I happen to be going to Cleveland, by appointment, to interview the secretary of the Standard Oil Co. The truth of the matter is, you have no business riding in the car with me;

you should go into the second-class car, and that's just the difference between our business," I say, gentlemen, that it takes a brighter man to sell advertising than it does to sell anything else under heaven. What are you selling? If I charge an advertiser, Brother Daniels of the New York Central Road, for instance, \$500 for a page in *Munsey's Magazine*, or \$1,000 for a column in the *Ladies' Home Journal*, I deliver to him only what he can get on any news-stand for ten cents, and the rest of the \$500 or \$1,000 goes for blue sky or hot air, or anything you like to call it, and the result is, that it takes a brighter man to sell advertising space than to sell any commodity. I know this from my own experience. I have had men who have made most eminent successes in other lines of business, selling merchandise of various kinds, come to me and say they would like to get into the advertising business, and when they came to sell advertising they were flat failures. A concrete illustration comes to my mind: A man came to us one day, recommended by one of the big manufacturing concerns in Chicago, who desired to give up traveling so as to be at home with his family. His employer informed us that he had been a most pronounced success with them, and that they were sorry to lose him; they were willing to give him an increase in salary—in fact, do anything to keep him, but for reasons given above he had decided to quit. We tried him as an advertising solicitor, and he fell down completely. Now, what is the next step? Who does an advertising man go to see when he calls upon a concern to talk advertising? It is not the machinery foreman in the yard; it is not an ordinary buyer of some department; it is the man on the throne or next to the throne, and consequently you require a pretty able man to get next to these people, and don't you forget it. I know I am throwing bouquets at the advertising men, but never mind that, for what I say is a fact and it cannot be denied. As another evidence of the changes in the business in the days 'way back when Mr. Rowell and I commenced business, the advertising man was simply the messenger boy, who carried the copy from the advertiser to the publisher, or the conduit through which the copy passed between the two. In those early days if an advertising man suggested to an advertiser that he could improve his copy he would probably have been shown the door and told that the advertiser knew his business. The advertising man at the present day is no longer the messenger boy, but nine times out of ten prepares the copy, suggests the mediums, and, in fact, does the whole thing.

The speaker who followed was Dr. Whitney Lyon, proprietor of Dr. Lyon's Tooth Powder, who said:

I believe I am the first advertiser who has taken part in this discussion, but I know very little about the subject except from the advertiser's standpoint. It seems to me the matter is largely a matter of the agent. But one thing that occurs to me, being the second generation of an advertising family, is this—

that in the development of new advertising one thing is absolutely essential, and that is honesty. The article to be advertised must be an honest article, made in an honest way and advertised by an honest agent. There is nothing gained by fraud, substitution or imitation. The men who have been successful as advertisers in this country are the men who have first thoroughly and honestly believed in the article they were advertising and then told their story to the public in that way. Advertising agents, I believe, like actors, are born and not made, and if they spent more of their time in trying to tell a straightforward, dignified, honest story, and less of it trying to cut prices and hewing down the poor little country publisher, who has a hard enough time to exist as it is, I think their success would be more general.

In introducing Mr. George P. Rowell to the members of the club President Daniels was reminded of the fact that the north side of the Egyptian obelisk in Central Park bears an ad for Hostetter's Stomach Bitters, which was widely exploited in Egypt in the days of the Pharaohs, and is said to have been used every morning by Thotmes II., the Pharaoh of the Hebrew bondage. Upon this Mr. Rowell said:

Bearing in mind the remarks with which our honored president opened the talk, that any one who should speak after the principal speakers should try to say something humorous, I thought I should attempt to say something funny on the subject of the evening, but have given up that idea. I was particularly struck with the remarks made by the gentleman from Pittsburg concerning the lack of spirit in Pittsburg advertising. Mr. Ward, who is a judge of such things, says the explanation of it is that the people there put too much Allegheny in the Monongahela. Later I was helped out by my friend Mr. Kennedy, who sought me out to say to me, "Talking about funny things, I can tell you what is about the funniest thing in the advertising business just now. We fellows up at the Sphinx Club all want advertising and go where advertising is to be had, and I guess we all at one time or another go up to the New York Central to Uncle George Daniels; and I do not know how it is, but we give him for transportation about twice as much advertising as we give anybody else for money," and then he gives us a ticket not good on passenger trains. When it is rubbed in on me, as it is getting to be a good deal of late years, about my great age, it makes me feel sorry, but it is a comfort for me to see with us to-night one who, when I was a bright-haired young man, like our friend Mr. Mahin, who spoke to us to-night, was even older if anything than he is to-day. I suppose when I am dead and gone, and Mr. Mahin is as old as I am, our friend Lord, of Chicago, will continue to come on and take part in the Sphinx meetings.

President Daniels—I do not suppose



that it was expected that the president of the club should say anything to-night on this subject, but it occurred to me while Mr. Rowell was speaking, and especially when he referred to the kind of transportation that we give in payment for advertising, that I ought to explain to this club how that is. The advertising department of the New York Central has an idea that advertising men are very nervous and more or less flighty at times and has considered it best not to allow them to ride on our fastest trains, fearing they might get excited and jump off. Therefore, we have wisely restricted the use of transportation given for advertising to trains running at moderate speed, so that the advertising agent can read the names on the stations as he goes along and know where he wants to get off. I want to say just a word in regard to this particular subject of securing new advertising. You have seen in the daily papers statements in regard to the earnings of the New York Central during the past year and it is explained by some of our newspaper friends who know something of our advertising that a considerable portion of the two million dollars increase in our passenger business last year is due to advertising. Without divulging any secrets, I may say to you in strict confidence that during the past year we spent more money in advertising than in any previous year in the company's history. I do not believe there is an officer connected with the New York Central who is not convinced that advertising pays well.

Mr. Artemas Ward—Mr. Chairman and Gentlemen: This is rather a trying subject and it strikes me in a peculiar way. The members of the club who have watched me are quite well aware that I am naturally modest, and really, on this occasion, that modesty is apt to be strained. The question before the meeting is how to create new advertising. I lay my hand on my heart and say modestly—set an example; do something! Do not theorize about it, but go out and advertise Sapolio and you will have twenty-seven imitators. Go out and advertise Royal Baking Powder, and you will have lots of people who will copy your methods. But that is not the work of the agent. The agent wants to create advertising in another way, in the way that Mr. Lord has spoken of. There are certain classes of books that meet with a ready sale to people who think they will improve by them; "Rules of Correspondence," "Ready Letter Writers," "How to Behave in Society," and other things of that kind. Whoever got along on such pabulum as that? The way to live is to live; the way to advertise is to go out and hustle and do something and learn as you go. Do not theorize about it. I think there will be more advertising done as the world goes on because the people will get wiser, and know more, and see more, and buy more; but it will not be because your good college professor shall lay down rules for them, with all due respect to Mr. Mahin's magazine. I have a great respect for the young men with their new ideas, who come around and jab some of us old fellows; but we have not been in the business all these years without

learning a few things about it ourselves. I think Mr. Lyon touched the point that gives the whole force to the thing. Unless we have truth in our advertising we will not prevail. If we can join to that truth originality of presentation and keenness of perception in studying the characteristics of the people to whom we appeal, then we will double its force. I try sometimes, in my humble way, when a young man comes to me presenting some publication or agency, some green canvasser, who puts out his hand and insists on shaking hands as an introduction and says that he represents the *Tobacco Bugle*, in which he desires to advertise Sapolio, which he should know is intended for the use of women, to suggest that he is on the wrong trail. "My poor boy, have you thought of the character of the paper you are working for?" He answers, "I have never given much thought to the class of readers whom my paper reaches. My whole effort has been to get advertising so as to secure the largest amount of business possible for the paper." He will never succeed by trying to make Sapolio advertise in a tobacco journal. Then there is the case of a man who advertises without having a meritorious article behind the advertising, thinking he can work miracles. As we know, there is more of honest work that goes to make the thing advertised a success than the average people in the advertising business dream of. A young man came into the office and spoke of his desire to go into the advertising business. He said, "Mr. Ward, it is generally reputed that you are pretty well paid." I do not know what I am paid for; Mr. Morgan pays the salary. I think, however, that \$1,500 a year would pay for the advertising writing; the rest is for management and general supervision of details. I think one of the most unfortunate stories I ever read in my life in a magazine was one that told how two daughters raised a mortgage on the farm by selling the space on the barn walls to a prominent advertiser. Think of the thousands of women who read that story and spent untold effort in trying to get some advertiser to buy the walls of the barn so that they might raise the mortgage on the farm. Things like that do an untold amount of mischief, by giving false ideas of the actual condition of affairs and by raising hopes which can never be realized. But the raising of the dignity of the business! I like that theory which Mr. Lord put forth. A man worked with me while I was running a paper and left me and went to selling hats. After a while he came back to the office and I said in the presence of several of the employees, "Jack, how goes it?" He answered, "Pretty well," "I want to ask you one direct question," I said, "How do you get along selling hats in comparison with selling advertising?" "That is a cruel question," he replied. "I was treated as a gentleman when I called on the leading merchants and manufacturers to represent your paper; I was taken into the best offices and saw the heads of the firms and they all treated me as a gentleman. Now I go into a country store, and do not close the door before they begin to damn



and curse at me, and say that if there were as many people to buy hats as there were drummers to sell them they would make money. My life is a burden. I am selling to the lowest class of people in the country, the highest value on the closest margin. With you I was selling to the best people on a wide margin"—shall I say blue sky and hot air?

Mr. Louis Wiley, of the *New York Times*—The development of new advertising is a serious topic. A great deal of money is wasted in advertising every year—in fact, I think half of the money expended in advertising is wasted, largely due to the ignorance of the advertiser and largely, also, to the indolence and other undesirable qualities of some of the advertising agents. Instead of the money being temporarily separated from its possessor, it is a case of absolute divorce. The fact that billposters have organized to exclude advertisements of objectionable proprietary medicines from their boards, is a healthy sign, and I hope their example may be imitated by some of the newspapers of the country. Another subject that was touched on was the abolition of discounts and the establishment of a flat rate, and with that position I am in hearty accord. I think if there were more creators of advertising, instead of imitators, the business would be on a higher level and advertiser, and agent, and medium would profit alike. The advice that has been given, while it may not be followed, is certainly valuable.

Mr. Phillip Conne, of Saks & Co., New York—When I was a struggling beginner in advertising I was sitting in the office one day trying to figure out how to increase the sales of the firm for which I was working when a very suave gentleman, connected with the agency of Lord & Thomas, came in to solicit advertising. He told me I was not using the right mediums and that I ought to strike out for the national field, as my line of business was eminently suited for the magazines. I did not at that time think a retail clothing business could be done by mail. He told me I was mistaken, and that any kind of goods could be sold by mail if they were only properly presented to the public. He also told me that he had a book of sample advertisements, issued by the most successful advertising firms in the retail clothing business, every one of which had made big money by advertising in his papers. I took up the book and found that, among others, it contained an advertisement of my own firm. A fictitious advertisement had been gotten up, and certainly it was never intended that the book containing it should be shown to me. On the strength of this "convincing" testimony I invested a few shakels in his advertising proposition and found it did not pay, which was entirely my fault, I am sure, either in that the methods pursued were wrong or the advertising copy which I prepared was not proper. I was again sitting in my office pondering over these selfsame subjects when a gentleman came in and solicited advertising for a well-known monthly publication. I told him I did not think that that sort of advertising could be made to pay in my business. He differed from me. I happened to have on my desk copy prepared for a magazine and I handed it to him and said, "What do you think of this advertisement for your magazine?" He looked it over and said, "I think this advertisement is rotten." I looked at him in astonishment. It was the first time in my experience that an advertising agent had the courage to discourage a possible advertiser. He explained the matter to me and I agreed with him. I did not reach the vital points in the advertisement I should

have touched on. It was wrong and would have missed fire. He told me a few things about advertising in magazines which I will never forget. That gentleman was Mr. Thomas Balmer, at that time of the *Ladies' Home Journal*. The necessity for the good advertising agent is as great as the necessity for the writer of the good advertisement or the man who sells the good goods. The three form a chain every link of which must be solid.

Mr. A. Cressy Morrison—I want to stand for theory. Theory is fundamental, while practice is subject to evolution. There has been a great deal of practice in advertising and very little theory, but I think the time is coming when theory is going to have its innings. Theory is basic. I do not believe it possible for any evolution to take place in any line of business if it does not get closer to fundamentals. I notice the young men have taken the side of theory, and the old men have taken the side of practice. I think we are moving gradually and progressively, possibly not towards a fixed principle like mathematics, but towards something which is nearer to the real science of advertising than anything which we have realized in the past. The young men may not reach it, but they will take the business which has had the development of the last fifty years and lift it forward to a point where many of the ideals described by the first speaker will be realized by their successors. I am pleased to stand here as a representative of theory, as an ultimate proposition, as opposed to practice. There is no business in the world which is more progressive, and we are all going through an evolution.

Mr. Oscar E. Binner and Mr. G. W. Wilder spoke briefly, closing the meeting. Concerning the relative value of theory and practice in advertising, the latter said:

To say that practice and theory go hand in hand is the actual explanation. True practice is based on correct theory. There are many men, like Mr. Ward, who by intuition or practice arrive at a conclusion which is based on correct theory. But it is a good thing to understand the theory. There are lots of us who know that the square of the hypotenuse of a right angle triangle is equal to the square of the other two sides, but there are mighty few of us who went far enough along in trigonometry to understand why that is so. Now, it is a beautiful thing to go to a man to convince him that the square of an hypotenuse is equal to the square of the other two sides, but if you have the knowledge behind you to show why it is, you are in a better condition to convince him that it is so. The theory of advertising, which is the study of the influences that work on the human mind, is of prime importance. It is on that theory as a base Mr. Mahin sets the fundamental conditions on which the successful advertising proposition must be erected. If a man knows the typographical effect that the human eye can grasp the best, he may know it by practice, or he may also be able to grasp it on theory. He may get to that knowledge by various ways; but if he learns it through scientific experiment he is much less liable to make failures of his early efforts than if he has to acquire it by experience at his own cost and the cost of his clients, for experience is a dear teacher.

If you would appreciate "strenuous" in its full meaning, try to show the man "who thinks he knows" advertising from classified to full page ads.—*White's Sayings*.

## A NEW BOOK ON PUBLICITY-MAKING.

Books on advertising—and especially those that purport to tell how to advertise—are ordinarily a questionable quantity. Continually being published under more or less inviting titles, such as "The Whole Art of Adwriting" or "Retail Publicity Made Easy," they seldom contain anything but trite truisms and threshed-out theory. A person of the most ordinary gifts ought to know, instinctively, everything to be found in the average book upon advertising. In fact the merchant with a business to advertise who *doesn't* know more about publicity than the average book on advertising will teach him will not be likely to have his business very long. An exception to this rule is found in "Successful Advertising—How to Accomplish It," a work of 400 pages just issued by the Lincoln Publishing Company, of Philadelphia. Under its promising title the author, Mr. J. Angus MacDonald, has embodied the results of an experience of ten years in publicity. Mr. MacDonald is a member of the Sphinx Club, and has not only been active in advertising during the past decade, but is well known in advertising journalism as a contributor to PRINTERS' INK and other trade papers. His book is divided into five parts. Division One deals with "Ad Building," showing how ideas for advertising are evolved, selected, rejected and put into a dress of words; dwells on the importance of prices in publicity; shows various old and new styles of type display by means of specimens; has something to say about versatility in adwriting, and touches on the relations of ad to medium. Division Two is called "Retail Advertising All the Year Round," and treats the twelve months and the special seasons of the year, giving pithy, practical suggestions for each, and laying down lines along which all publicity, but chiefly that of retail stores, should be conducted. This department is also replete with specimens and suggestions. The three final divisions are devoted to "Retail Advertising," "Mail-Order Advertising" and "Miscellaneous Advertising." Many different lines of business are taken up in detail and treated from the standpoint of modern publicity. It is in this portion of the book that Mr. MacDonald's common-sense attitude towards his subject shows strongest.

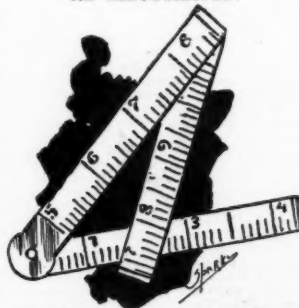
Where the usual volume on retail advertising quotes stale advertising phrases and gives hackneyed specimens, Mr. MacDonald searches out the inner advertising principles of each business and sets it forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way. The matter is so arranged as to be easily digested by a busy man, and will always be accessible for future reference.

## WANT ADS ARE VERY CLOSE TO THE PEOPLE WHO BUY THINGS.

In judging of the relative value as advertising mediums of different newspapers, there is one sure guide that is often neglected by the advertiser, because he really does not know about it. That is, the number and variety of the "Want Ads" published at regular rates. The paper that has a better department of this class than any other in its class does not necessarily have absolutely the largest circulation; but it certainly has a large number of actual paying subscribers. The New York Herald has a much better "Want Ad" department than any other metropolitan daily, and while it is possible that one or two others may print more copies, nobody would dream of comparing them with the Herald for value in bringing business to advertisers; they do not go largely to people who buy anything.—*Agricultural Advertising.*

ONE of the most unaccountable things about mail order advertising is the fact that returns will sometimes come in bunches when one has given up looking for them. You cannot tell where many of the best orders come from—but that they do come your mail will bear evidence. So do not lose your nerve, but keep on advertising, and confine the space to good mediums—those which in your judgment are good.—*The Advisor.*

## CATCH LINE OF WELL-KNOWN AD ILLUSTRATED.



"THEY'RE MADE TO MEASURE."—PUTNAM BOOTS, H. J. PUTNAM & CO., MINN.



FOREIGN GENTLEMEN MUST NOT TOUCH THE LIVE WIRE.—"N. Y. HERALD."

#### STORY OF MONTGOMERY WARD.

Let us go back about forty-five years, to a stove factory in Michigan, where we find an apprentice learning the coop-  
erage trade at 25 cents per day. This boy, like many other boys who have made a success of life, was the son of poor parents.

Mr. Ward is a self-made man. His parents met with reverses in New Jersey. They then emigrated to Michigan. Mr. Ward, at that time, was eight years old, and attended school for three years and assisted his parents. At the age of fourteen he became apprenticed to learn a trade in the stove factory. Then he became day laborer in a brick yard for 30 cents a day. From there he went to St. Joseph, Mich., and was engaged in a general merchandise country store at \$5 per week and board. At the expiration of three years he had entire charge of the store, receiving a salary of \$100 per month and board. A better offer having been made by another store, he accepted it and remained with them for two years, at an advanced salary. He then went to Chicago and secured a position with Field, Palmer & Leiter, and remained with them two years. He afterward entered the employ of C. W. Partridge & Co., and was with them at the time of the great fire, helping to establish and reorganize the business after the fire. Having had experience as a traveling salesman, and being a good judge of all classes of merchandise, he saw a great opening for a house to sell direct to the consumer, and save the profit of the middleman. Against the advice of his friends, all of whom predicted it would be a failure, he started the mail-order business, thirty-one years ago, in 1872. Slowly but surely our infant grew. In 1873 it boasted three additional clerks. In 1875 it ex-

tended into larger quarters, over a livery stable, and had work for ten clerks. Its history, from this time up to the present, is but a story of steady development, marked by special incidents, such as extending into a new building in 1876, which was occupied exclusively by the firm, and again in 1887, when the business was removed to its present site, on Michigan avenue. This building contained seven floors, 100x165 feet, and 210 employees were on the books. The new building, although very large, soon proved inadequate, and it was soon necessary to add two new floors. Even this addition was insufficient for our constantly increasing business, and in 1890 we only squeezed through our holiday business by working a large force of packers on the roof and turning the public side walk into a temporary shipping room. A seven story annex, built in 1891, served our needs for a while, but we were soon forced to purchase some adjoining buildings, which were joined to our structure by overhead bridges. These latter buildings were pulled down in 1899 and replaced by the handsome building which we now occupy.

Even as we write it is probable that we will soon be compelled to again enlarge, and it is not too much to predict that in five years Montgomery Ward & Company, of Chicago, will occupy the largest commercial building in the world. At Chicago Heights, Ill., we own and operate one of the best appointed vehicle factories in the country. A large fireproof warehouse for the storage of furniture is also located at Chicago Heights, supplemented by another warehouse at Sycamore, Ill., for the storage of farm machinery. These warehouses are located on trunk rail-ways and permit making direct shipments to our trade.—From a booklet issued by Montgomery Ward & Co.

## ELEVEN YEARS A SUBSCRIBER.

BALCH & BALCH, Auctioneers,  
Estate Agents & Surveyors.  
175A KENTISH TOWN ROAD,  
LONDON, Dec. 8, 1902.

Messrs. Geo. P. Rowell & Co.

DEAR SIRS—I inclose ten dollars, subscription to PRINTERS' INK for five years, as advertised, for which your receipt in due course will much oblige. You give precious little space in your paper to advertising that affects auctioneers, land agents, etc.—barely ten pages during the six years I have subscribed. Why don't you give more?

Without exception, yours is the most interesting paper I have ever read. Yours truly,

*H. W. Balch*

## TAKES IT FOR GRANTED.

AMERICAN ADVERTISING AGENTS' ASSOCIATION, 150 Nassau St.  
NEW YORK CITY, Dec. 18, 1902.

Publishers of PRINTERS' INK:

One of our members has sent us the name of your paper as one that adheres to rates under all circumstances.

We have, however, no definite statement from you to that effect. Not hearing from you by return mail, we shall take it for granted that you are not entitled to be entered on the list of publications we are preparing for our members who adhere to rates, and the inference, of course, must be that one man pays the schedule while another does not.

*J. A. Barber*

Secretary.

## A PRACTICAL VIEW.

WM. T. B. ROBERTS & SON,  
Real Estate Operators,  
410 Land Title Building.  
PHILADELPHIA, Dec. 17, 1902.

Editor of PRINTERS' INK:

Inclosed please find my check for \$10 in payment for five years' subscription to PRINTERS' INK. Some one has very kindly forwarded me, this last year or two, copies of PRINTERS' INK. Who the donor is I do not know, but would like to state that although I have read it and been interested in it for a long time it reminds me a little of the "follow-up system." It takes constant droppings from time to time to get one thoroughly interested. Your issue of November 26th has accomplished this result, and there are a great many things that you have stated in that issue that I think are of very great advantage to dealers and operators in real estate.

Very truly yours,

WM. T. B. ROBERTS.

## ANOTHER VIEW.

PUEBLO, Colo., Dec. 24, 1902.

Editor of PRINTERS' INK:

Your number of November 26 no doubt furnished instructive and interesting reading to many who are doing real estate advertising, for it told of the methods of publicity used by several of the most successful men in that business. However, I have a little criticism to make on the interview with Mr. Dean Alvord contributed by James H. Collins. This is a most excellent article and contains an unusual amount of meat, and my objection is directed merely to the manner in which the author speaks of real estate that is sold on the monthly payment plan. Mr. Collins writes: "The advertising is leisurely. It has none of the breathlessness of real estate advertising of the yellow sort. When you read the ad of a subdivision that is to be sold upon the two-dollars-down plan you feel that the property, like the circus, is here to-day and will be gone tomorrow. Of course I am supposing that a ten dollar payment would be placed in the "two-dollar-down" class by Mr. Collins, for I have had some experience in advertising lots at "\$200 each; ten dollars down, and \$5 per month until paid for, with six per cent interest on deferred payments," though I never did have occasion to say anything about payments quite as small as those mentioned by Mr. Collins. Just because Mr. Alvord's ads appeal to people "who can pay from \$8,000 to \$40,000 for a modern home in a select neighborhood" there is no reason why the advertisement of more reasonable property should be discouraged. Those acquainted with the phenomenal growth of Western cities know the rapid rise in real estate values and very often lots sold originally for \$200 will more than double in price within twelve months and the subdivision in which the lots is located will in no way resemble "the circus." There are among the residents of these same Western cities young men on salaries who have faith in the future of the towns who can buy property on the installment plan, either for homes or investment, who would be shut out entirely were they required to make large payments. A good proposition of this character not only encourages savings among people of modern means but induces capitalists to loan money for building purposes. Moreover, such a proposition can be advertised in many attractive ways and with good results. Speaking of real estate advertising, visitors to Denver will probably remember the immense sign that stood for years at the corner of Broadway and Colfax avenue. On this board was painted in large letters—"The largest fortunes in the world were made in real estate." That was all but it would be hard to tell how many investors had been influenced by reading that single sentence.

Yours truly,

CHARLES A. GALLOWAY.

One of the great difficulties in starting a mail order business is the fact that few begin with money enough to use good, strong mail order publications. They come high—and when the orders come in it requires a reasonable amount of capital to handle them. Do not imagine for a single instant that you can work up a paying mail trade with a few brass buttons and shingle nails as your capital or stock in trade. It used to—but it does not go now.—*The Advisor*.

COURTESY is one of the forms of advertising that always brings quick returns.—*White's Sayings*.

## THE LIBRARY OF CONGRESS.

PERIODICAL DIVISION,  
WASHINGTON, D. C., Dec. 17, 1902.

Editor of PRINTERS' INK:

I beg to thank you for the kind notice of the Library's needs in the recent number of PRINTERS' INK. We have already received one of the numbers there listed, and I am very hopeful that the file may be completed. I shall advise you concerning it. Yours very truly,

HERBERT PUTNAM, Librarian.

By Allan B. Slauson,

Chief of Periodical Division.

Mr. Slauson, chief of the periodical division of the Library of Congress, Washington, finds that that institution's file of PRINTERS' INK lacks the following issues: Vol. XI—Nos. 14, 16, 17, 18, 20, 21, 22, 23, 25 and 26; Vol. XII—Nos. 3 and 8; Vol. XIII—No. 20; Vol. XV—No. 4; Vol. XVI—No. 11; Vol. XXX—No. 1. Mr. Slauson is anxious to have a complete file, for the value of PRINTERS' INK as a record of American advertising is unquestioned.

## THE LITTLE SCHOOLMASTER'S GOOD WORK IN FOREIGN COUNTRIES.

COATES & CIA.,  
Sucesores de Ravenscroft & Cia.

MONTVIDEO, Nov. 25th, 1902.

Editor of PRINTERS' INK:

We inclose a ten-dollar bill of your country which we have just picked up in an exchange shop, where it came under our notice a few minutes after reading your offer to post PRINTERS' INK for five years if application was made before end of year. Now we may be living in a little-known country, for most of your people, but all the same the Little Schoolmaster has been sowing his seed here for some time past, and to the influence he has exercised we owe it that a want in this line for the Uruguayan Republic has been filled, on lines for which PRINTERS' INK is entirely responsible during the last few months. We place your paper in the hands of all our men who understand the English language, and we find them immensely benefited by the ideas they obtain from study of same. Your faithfully,

COATES & CIA.

## WHAT "PRINTERS' INK" DID.

HEMPSTEAD, N. Y., Dec. 22, 1902.

Editor of PRINTERS' INK:

I have just read Mr. John A. Hill's article on "Trade Journal Publicity" in your December issue. Mr. Hill's contention, "It is practically impossible to say when a trade journal ad has ceased to work for you," is a great truth that, reduced to the shorter formula of "A trade journal ad never dies," should be more thoroughly impressed on advertisers in trade papers.

And it is impossible to say where a trade journal ad will fetch up and deliver the goods. A few years ago I wrote an article for a technical journal that was widely copied. First published in Detroit, it skipped to Cincinnati, San Francisco, Honolulu, Sydney, Australia. The

editor of a New York trade journal noticed it in his exchange copy of the Sydney journal and mailed me the paper. In looking it over I came across a full-page ad of a New York firm with cut of a certain bit of apparatus that we had long wanted; showed the ad to my employer, who immediately sent in an order for the machine—the firm making it being one that we occasionally did business with.

Of course this is an exceptional case: an ad published at the antipodes traveling back, through such a marvelous succession of incidents, and selling the advertised goods to a regular customer within twenty miles of the main offices of the advertiser; but I could cite many less remarkable but surprising cases of long-distance or roundabout results from trade paper ads in proof of the statement that "No one can tell when a trade paper ad ceases to work, or where it will fetch up." Nearly every bona fide subscriber to a trade journal files them for reference, the yearly or volume indexes of the better class papers being made very complete for the reading matter. Few of them, however, give a volume or yearly index of the articles advertised; and in many trades and professions the ads are almost as important as the reading matter. To be sure, one can find what is wanted by looking through the index of advertised articles and firms in each number, but a yearly index would be much more convenient.

A still greater improvement would be to combine this business index and the regular index into one complete pamphlet that could be easily taken from the issue it comes in and preserved separate from the file of papers, so that the indexes might be kept at hand for ready reference, while the files are kept in a more remote or less valuable space. Much has been written of late about the great progress, commercial and industrial, that we have made, and many reasons and sage opinions have been given as to the underlying causes thereof, but in none of the articles that I have read has the writer given the real reason or most important factor in the industrial supremacy of the United States of America, and that is the trade press of this country. It is the trade press—the forum and information bureau of our industries—that has made possible our enormously great and rapid development of industrial enterprise. The trade journals devoted to a certain line of business form a clearing house for ideas in that line of trade. In its columns the newest and best ideas of masters of the craft are laid before the whole trade at once—new products, new processes or improved ones, more economical manufacturing methods and machinery; in short, the trade journal teaches the craftsman how to make his goods, how to improve their quality and how to market them. A few years ago, heads of business houses gave scant attention to trade journals, they subscribed for them "for the good of the trade," and advertised in them with much the same feeling as that of the retailer who puts his ad in the program of a charity bazaar—no results expected, but the cause is worthy—he did not read the journals, but his clerks did, and these clerks are now the heads of business enterprises that have become large factors in the industrial progress of the nation.

Take PRINTERS' INK—what, think you, would be the state of advertising in America without PRINTERS' INK and its numerous progeny, the advertising trade press? "American is the best in the world." Its Trade Press has made it so." Paraphrasing your own motto, you may insert the name of almost any American industry or profession that you please.

Very truly,

W. H. DAWSON.

## TWO MORE.

EAST LIVERPOOL, Ohio,  
Dec. 16, 1902.

## Editor of PRINTERS' INK:

Do you know of any other newspaper in the world that has the same name as the *Crisis*?

Very truly,  
THE CRISIS PUBLISHING CO.,  
E. E. Powers.

According to two English newspaper lists "a progressive quarterly" called *Crisis* is published by Watts & Co., 17 Johnson's Court, London, E. C. The English sources do not qualify the character of the paper and it may be one of modern religion or of progressive anarchism. It was established in 1901. According to the American Newspaper Directory the following is published at Chillicothe, Missouri:

**CRISIS**, Thursdays; people's party; four pages 20x26; subscription \$1; established 1877; Dixon & Lankford, editors and publishers.  
**Circulation:** In 1895, publisher asserts, not less than 1,000. In 1896, 1. In 1897, Y. In 1898, "221."

## PROTESTANT EPISCOPAL PAPERS.

PHILADELPHIA, Pa., Dec. 19, 1902.

## Editor of PRINTERS' INK:

We have read your interesting article entitled "The Religious Press," but must take exception to the statement concerning the Protestant-Episcopal papers, which says: "Of these the only one of prime importance from the advertiser's standpoint is the *Churchman*." One with your opportunity of investigation certainly knows that the *Church Standard* is to-day the representative weekly of the Church, and holds a place with large advertisers. The *Church Standard* is only second to the *Churchman* as far as prices are concerned, as our rates are not so exorbitant, but it certainly leads the *Churchman* in its influence in the Episcopal Church. There are some few advertisements, we will agree, are given to the *Churchman* for personal reasons, but we feel quite satisfied that the large publishing houses who use both mediums, or any other class of advertisers, will readily state that they prefer the *Church Standard*. If you desire to investigate the respective influence of the two journals, we would say that by leaving it to the representative bishops, clergymen and laymen of the Church outside of Philadelphia and New York, you can very readily find out which paper has the greatest influence in the Protestant-Episcopal Church. We have no doubt whatever what the result will be. Very truly yours,

THE CHURCH STANDARD CO.,  
Per Thomas J. Garland, Manager.

The publishers of the *Living Church*, a Protestant Episcopal paper printed in Milwaukee, assert in an advertisement of that paper that it "reaches by far the best constituency in the Episcopal Church, and both in the United States and in England is recog-

nized as the representative of that Church." The editor of the American Newspaper Directory says that the publishers of the *Churchman*, New York, are in the habit of furnishing him with detailed statements, duly signed and dated, showing in plain figures what its actual issue has been, while the publishers of the *Standard* at Philadelphia and the *Living Church* at Milwaukee are conspicuous by their reticence on this point. It may be that these papers print more copies than the editor of the Directory thinks they do. Then again it may be that they don't. The article referred to by Mr. Garland was based upon information gleaned from the Directory. If that publication is in error, it seems a pity that its editor may not be set right. To set him right, however, it is necessary to furnish him with facts and figures, signed and dated, instead of generalities and references to bishops and clergymen.

## FOR THE PRINTER WHO ADVERTISES.

Your customer, as a usual thing, has not much imagination. You can go into all the details and describe a piece of work at great length, but at the best he has but a hazy and indistinct idea of it. Terms that to you are perfectly clear and adequate, to him fail to carry the desired meaning. When you take into consideration how easy it is to give a sample that will convey a clear idea of what you are talking about, it is a wonder that so many printers fail to avail themselves of the advantages that an exhibit has over a description. The printer who can suggest to his customer bright ideas that can be utilized in advertising matter is at an advantage over those who are unable to offer available suggestions.—*Inland Printer*.

## "EVERYBODY'S UNCLE GEORGE."

The first twenty-hour train ever run between New York and Chicago was the direct outcome of the efforts of Mr. Daniels. He joined the staff of the New York Central Road in 1889 and from the outset inaugurated a new system for attracting business. It was not long before he was known as the Great American Advertiser. Several months before the World's Fair opened at Chicago he made up his mind that there was a great chance for the New York Central to distinguish itself. His idea was simply that the New York Central put on an "Exposition flyer" to make the trips between New York and Chicago in twenty-hours. Mr. Daniels advanced the proposition as an advertising device pure and simple. But to every one's amazement the train became one of the most profitable ever run by the New York Central.—*Saturday Evening Post*.

# I love my love with an "A"

PRINTERS' INK, honest, unbiased, with fifteen years of practical experience in advertising, teaches its pupils to avoid the errors of those who failed.—*Morgan J. Ahearn, Alto, Texas.*

PRINTERS' INK (the Little Schoolmaster) is an originator and promoter of happy thought advertising. It teaches newspapers and business men the art of making an advertisement equal in attractiveness to that of the literary features of the periodical in which it is inserted.—*J. Frank Ambrose, Martinsville, Va.*

The successful business men of the North, South, East and West, exchange ideas on publicity in PRINTERS' INK, known far and wide as the Little Schoolmaster in the Art of Advertising.—*M. L. Andrew, Crowley, La.*

It matters not what business you are engaged in, your ideas can be improved by reading PRINTERS' INK. It is the Little Schoolmaster in the art of advertising. It makes no difference whether you are an old ad writer or novice, it helps both. Each week it suggests something new which is valuable. It keeps you out of ruts; puts new ideas in your brain.—*Wm. Armistead, Nashville, Tenn.*

\* PRINTERS' INK pupils are found in every part of the civilized world. There are no graduates, because advertising lessons are always to be learned. Continued association with the Little Schoolmaster, however, will bring to the average young business man a diploma of business success.—*John J. Altmeier, Maysville, Ky.*

The birth of PRINTERS' INK, the periodical, marks an epoch in advertising. It found advertising crude and undeveloped. Advertisers were groping their way. The new periodical illuminated the path and turned the crude work of that time into the art of to-day. To its initiative is largely due the development of modern advertising—the wonder of the age. It was strong, original, unique, a pioneer. When Mr. George P. Rowell started it he did a greater work for the business men and the newspapers than has ever been done in a similar way by a single stroke of genius in the history of this country. It covers all sides of the advertising problem. It is a correspondence school of advertising, with scores of able instructors, teaching business men the art of advertising at their own homes. It has often been sincerely flattered by imitation. Its success has developed a host of these flatterers. They have followed its well-lighted road, but none has overtaken it, and none is likely to do so. Every newspaper owes PRINTERS' INK a large debt for its immense influence in building up modern advertising. Every business man who advertises owes it a large debt for pointing out to him the golden road to success. Every advertiser has profited by its work whether he knows it or not. Business men can no longer depend upon themselves or their own resources in conducting their advertising. They must have an advertising manager or at least an adviser. The best adviser in the world is PRINTERS' INK.—*Joseph Auld, Burlington, Vermont.*

## AN INTERESTING BIT OF USE- LESS INFORMATION.

Uncle Sam's postoffice date stamps are made in a little shop at Lodge, Northumberland County, Virginia. Hon. Benjamin Chambers, an expert machinist, has for a number of years had a contract with the government for this work. While the shop is small, it has almost every known appliance for the handling and cutting of metal, and affords employment to a number of skilled workmen. As each stamp is a separate piece of work all the type cutting is done by hand. The base is sent from the main shop to the cutter with a circular path of solid metal around the outer rim. In this rim the cutter deftly chisels out the name of the postoffice and State. This done, the stamps are put through a hardening process that the type may stand the vigorous pounding of postoffice workers. The date letters and figures are cut on separate bars and a set of dates sufficient to last many years are furnished with each stamp. Uncle Sam is a very particular employer in this work. If the cutter makes an error in a single letter, or does defective work, the entire stamp is discarded.—*Chat, New York.*

WHEN you write advertisements, don't try to make them grandiloquent. Get down to the earth. All of the people live on earth. You don't want to deal with angels. The closer you get to Mother Earth the more closely you approach success.—*Judicious Advertising.*

THE PRICE  
of the  
*American  
Newspaper  
Directory*  
is  
*Ten  
Dollars*

for each volume—net.

January 1, 1903.



## ON ENGLISH ADS.

The Art of Advertising is a vigorously progressive thing. In its literature and the presentation of the printed appeal, it is working a wondrous evolution. It is the clean cut, more or less superficial, expression of the American style that is evolving itself out of our unmitigated chaos of "bitty literature." Save us from the yellow journalism from across the pond if you can; we read mostly to acquire information, but at the same time choke that octopus of bad taste and ill-formed ideas which is continually before us with regard to Somebody or other's Vile Beans or Tinned Pills. We care little whether these will make a new man of one or not, or will bring about sensibility or insensibility, but we do request, nay, demand, that if these vulgar advertisements must be, that they be less offensive to our sight. Generally speaking, advertisers should adopt a clearer and more fastidious form of expression for their printed appeal, and grace the wording with good design and arrangement, and an appropriate selection and display of plain and elegant, but fanciful, printing types—a form of advertisement which abounds in the pages of the American Periodical Press. Abounds! we should say they did; they very nearly crowd out the "literary contents"; we remember one issue of a popular "ten cent" magazine, wherein there were 96 pages of text, and nearly 160 pages of advertisements. And the advertisements were good reading. It's the frankly crude commercial advertisement here in England which we think is vile; both with respect to the ugly types in which it is set, and the facts it sets forth, and the equally meaningless "illustrations" with which it is often incumbered. The English advertiser appears not to know the value of white paper and straight lines, but defiles his space, whether it be a full magazine page or three inches of a single column in a newspaper, with a plethora of words and a senseless jumble of ill-formed fancy types.—*The Protest, published in Kent, England.*

## FLAT RATES INSPIRE CONFIDENCE IN THE PUBLISHER.

There are certain elements which determine the worth of any newspaper's advertising columns, and it is the plain duty of the publisher to his patrons and himself, to place the proper estimate on them and hold his rate. The elimination of the rate juggler would place the publisher on a self-respecting basis and protect the advertiser in good faith, by assuring him that the deal given him was as fair as that offered to any other advertiser. The energy and time now lost in dickering on rates would be used in making the most efficient use of the space. The value of the confidence inspired by any newspaper acting on these lines is one of its best assets.—*Mahin's Magazine.*

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

## CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'TY, Montreal.

BRITISH ADVERTISERS' AGENTS

# Gordon & Gotch

Estimates and every information supplied.  
St. Bride St., London, Eng. Founded 1853.

**PRINTERS' INK.** a journal for advertisers. The representative paper of its class. Subscription 10 SPRUCE ST., NEW YORK. \$5 a year in advance.

## OPPORTUNITY

Here's an opportunity to become connected with the Advertising Department of the PURINA MILLS, St. Louis, Mo., manufacturers of RALSTON PURINA FOODS. They want one or two bright young men to enter the Department as Stenographers, who could learn advertising on the side, and eventually work up to a position as assistant. Write them as to your ability as a Stenographer, character, age, and what amount of enthusiasm you possess for advertising.

Salary, to begin, \$50 per Month.

## R.I.P.A.N.S

R.I.P.A.N.S Tabules

Doctors find  
A good prescription  
For mankind

The 5-cent packet is enough for usual occasions. The family bottle (50 cents) contains a supply for a year. All druggists sell them.

## Readers of German Papers

are among the best buyers of proprietary medicines or anything else which they need.

You do not duplicate circulation in advertising in the German papers, as must be the case in the use of English mediums.

## The Toledo Express

has covered the German field of Toledo and Northwestern Ohio for forty-nine years and retains the advertising patronage of both local and general advertisers, because it pays. Continuous advertising in the Express brings good results.

**Toledo Express Co.,  
Toledo, Ohio.**

## Like Cæsar's Wife

The **Joliet News** believes that the circulation of a newspaper should be like Cæsar's wife—above suspicion.

You can't investigate its circulation too closely—they can show where every copy of their circulation goes.

No paper anywhere has a better delivery system—and you can't buy a copy on the street.

Advertisers who want honest circulation for their money always include the **Joliet News** in their appropriations.

## Advertisers reach out con- stantly for more Business



**ATTRACTIVELY  
PRINTED**

**Booklets  
Folders  
Circulars**

are now a very important part of advertising. They secure, first, attention; then a hearing; may be preservation, while the ordinary kind receive a prompt toss to the waste basket.

Attractive ads are noticed above all others in newspapers and magazines. Space is expensive, hence striking display within a limited space becomes a pertinent proposition.

We write and print booklets, folders and circulars of the highest advertising character. We write and put in type advertisements for all purposes, finish electros therefrom, and warrant a maximum display and just the right story in a minimum of space. Send for a sample of our

**Large Postal Card**  
for advertising purposes.

**PRINTERS' INK  
PRESS**

**10 Spruce St., New York**

## Facts From Nashville

**T**HE DAILY NEWS has the LARGEST PAID subscription list ever obtained by any Nashville newspaper.

The DAILY NEWS obtained this large number of subscribers in 16 months, SOLELY ON THE MERITS OF THE PAPER, not by offering prizes, art supplement or working schemes of any character whatsoever. The Advertising Rates are the lowest ever offered by any Nashville newspaper: One Time, 7c per line. Minimum, 2½c per line. PAID circulation not quite but nearly 16,000 daily.

## Daily News Nashville Tennessee

Western Representative: C. A. ALLEN, 112 Dearborn St., Chicago

Eastern Representative: F. M. KRUGLER, 918-150 Nassau St., N. Y.



THE VITAL PARTS of good Business Literature consists of fine typography and press-work, modern designing, perfect printing plates, practical color work, sensible writing. All these have heretofore been relegated to a mere side line in Business Men's Journals. "COMMERCIAL ORIGINALITY for the Man at the Heart of any Business" is the only magazine that treats not only exclusively but authoritatively on these subjects, no *theories*, but the finest examples shown from month to month. Send us One Dollar, we will place it on your desk every month. You will find it an illustrated Text Book, and its *influence* on the appearance of your own advertising will more than repay you the Dollar. If the twelve issues don't prove this you can have your money back.

Published by

|                                     |                                        |
|-------------------------------------|----------------------------------------|
| Wm. A. Hinners, Editor and Mgr.     | BINNER-WELLS CO.                       |
| Willis J. Wells, Dept. of Printing. | Chicago and New York.                  |
| H. C. Lammers, " Artists.           | Designers, Engravers and Printers.     |
| J. L. Shilling, " Plate Making.     | Pub. Office, 21 Plymouth Ct., Chicago. |

# MONTREAL LA PRESSE

There are other papers in Canada, but LA PRESSE overshadows them all as a powerful business bringer.

—*Printers' Ink.*

The advertiser who leaves out the French population of the Province of Quebec leaves out 80 per cent of the most thrifty, well-to-do and responsible citizens.—*Profitable Advertising.*

## CIRCULATION

# Over 75,000 Daily

**Sworn to. Proved. Books Open.**

Guaranteed by the Association of American Advertisers of New York and Chicago. A condition of every advertising contract.

## Largest Circulation in Canada

**French or English. Without Exception.**

Exceeds circulation of next largest English daily by over 20,000 a day.

Exceeds circulation of next largest French daily by over 50,000 a day.

**In Montreal** exceeds by at least 25,000 a day the circulation of any French daily.

**No representatives in the United States. Write direct.**

### AGENCIES:

PARIS, FRANCE.

31 RUE TRONCHET.

LONDON, ENGLAND,

11 CHARING CROSS ROAD.

TORONTO, ONT.,

72 KING ST., WEST

QUEBEC, QUE.,

124 $\frac{1}{2}$  RUE ST. JOSEPH.

110 CLASSIFIED ADVERTISEMENT AGENCIES.

# 400 PER CENT INCREASE

Each issue of THE MAGAZINE OF MYSTERIES shows an increase in advertising patronage. The number of lines carried is as follows:

|      |                       |      |
|------|-----------------------|------|
| 1902 | September issue . . . | 1355 |
|      | October issue, . . .  | 2405 |
|      | November issue, . . . | 3209 |
|      | December issue, . . . | 4361 |
| 1903 | January issue, . . .  | 5211 |

**STREET & SMITH,**

Publishers,

238 William Street.

NEW YORK, SEPT. 26th, 1902.

The Magazine of Mysteries  
New York City

Gentlemen:

In reply to your inquiry, we are pleased to state that our page advertisement in your May issue, offering our "40 Volume Library" at \$1.00 per month for fourteen months, proved most profitable. It was among the very best of about 20 leading publications that we used and the cost of each order from our advertisement in THE MAGAZINE OF MYSTERIES was at a low price.

Our new advertisement is, as you know, in the October issue, and this continued use of your publication shows how we regard it as an advertising medium.

Yours very truly,

STREET & SMITH,  
V.

## THE Magazine of Mysteries

must continue to be profitable to these advertisers, as they have used every issue since above date, as follows:

|                     |           |
|---------------------|-----------|
| October, . . . . .  | 200 lines |
| November, . . . . . | 200 lines |
| December, . . . . . | 420 lines |
| January, . . . . .  | 420 lines |

February order for one full page, 462 lines, now at hand.

### Circulation 100,000 Copies

Forms for February issue close January 2d, 1903.

RATE, only 30c per line.

**THE NEW YORK MAGAZINE OF MYSTERIES**  
22 North William St., New York City

# DAILY VERSUS MONTHLY MAGAZINES.

OPINIONS OF A NEW ADVERTISER ON THE SUBJECT OF SUITABLE  
MEDIUMS FOR MAIL ORDER BUSINESS.

*By Charles W. Oliver.*

Some time ago a young friend came to me for assistance in obtaining a patent for a small device that he had invented. The patents were obtained, and I found myself half owner of an article advertised as the "Turko Cigarette Roller." The patents were of no use unless the article was manufactured, so several hundred dollars were expended for tools, material, labor, etc., and finally I found myself in possession of a large number of the Cigarette Rollers. It is a neat little affair, does its work well, and sells for twenty-five cents. But the Rollers would not sell unless I let people know I had them, so an advertising medium was looked for. Friends told me that it would not pay to advertise an article that sold for twenty-five cents, postage paid, but it was evident that if I kept the Rollers nailed up in boxes I should never get my money back. So I looked about for an advertising medium that would reach the greatest number of possible buyers, and my choice fell upon *Ainslee's Magazine*.

The choice of a medium is an important point for an advertiser to decide, and it depends largely upon the class of persons he desires to reach. Daily papers are ephemeral, they are read for the news and then thrown away; few readers ever scan the advertisements. Magazines and journals that cater to special lines of industry are of comparatively little value to an advertiser who wishes

to reach the general public. For these, and other reasons, the popular magazines have become the most effective mediums for advertising.

But there is a choice even among these, and I selected *Ainslee's* because its literary character appeals to the reading public, for which reason it is likely to be preserved and constantly referred to by many readers, and because its advertisements are tastefully displayed. The results have justified my selection. An advertisement of the "Turko Cigarette Roller" has appeared in several issues of the magazine and as others might possibly be interested, it occurred to me to jot down some of my experiences in connection therewith.

The "mail order" business has its peculiarities. First, you demand that payment shall be made in advance, and the reader must judge for himself whether the appeal is a business-like one or the work of some "faker." Then it gives opportunity to those who seek to get something for nothing to test their arts upon the advertiser. The first thing that surprised me was the wide distribution of *Ainslee's*. Scarcely had my advertisement appeared when I began to receive orders for the "Turko Cigarette Roller," and they came from every point of compass. Not only from every State and town in the United States have I received orders, cash or stamps inclosed, but from every province and most of the

prominent cities of Canada; from the Philippines, from Hawaii, from South Africa, from Australia, while Mexico and South America were evidently suffering for lack of a practical Cigarette Roller. Officers and men of Uncle Sam's army and navy seem to like to make their own cigarettes. Here the president of a national bank sends an order, and his office boy also, writing on the bank's letter head, incloses stamps for one of them. From military academies and private schools come numerous requests, and several say: "Please inclose in plain wrapper so as no one will suspect what is inside." John Brown, Jr., writes on the letter of John Brown "put in plain wrapper so as not to give me away." A pretty girl—(I know she is pretty by her handwriting)—in a California seminary writes for one to be sent "in a plain box with no advertisement on the outside," and she adds, "don't think I smoke, for I don't." Evidently there is a sweetheart who does, to whom she wishes to make a present. How nice to be remembered by a charming young lady!

There was a man in the mining regions of Pennsylvania who sought to "beat" me and the United States Government at the same time. He ordered a Roller, inclosing stamps, and one was sent him; then he ordered another, inclosing stamps, then came a request for a certain kind of tobacco, with a lot of stamps inclosed. Inspection showed that these were all "washed stamps." There was no gum on their backs, the faces of Washington and Lincoln were badly smudged. They were forwarded to the Postoffice Department, and I was informed that my correspondent would be looked after. Then there was a physician in a Pennsylvania city, who wanted a quantity of Rollers, "to give his patients," and he wanted them in a hurry, by special delivery. They were sent, and he acknowledged their receipt, but said there was one short, upon receipt of which he would send check for the amount. One was sent, and that is the last heard of this highly respectable physician.

But the worst "beats" I have found are the sample collectors. Many of these write: "Please send me a sample Roller; it looks like a good thing, and no doubt I can sell many of them. Quote me wholesale prices." They forget, however, to enclose the required twenty-five cents. At first I sent a sample as requested, but soon made up my mind that the sample was all they were after. Now when a request for a sample comes in, it is legibly marked in blue pencil with the emphatic word "Nit." It may not be a polite way of treating such letters, but it saves money. Quite a number work off their Canadian currency on me, expecting to save the discount, but New York furnishes facilities for getting par for such coin, so I can afford to laugh at their little tricks. While postage stamps are usually the means employed for payment, many post-office orders, individual checks and even drafts for the small sum of twenty-five cents are quite frequent. A man must be very particular about his expenditures when he draws a check for a quarter of a dollar.

I could multiply examples of efforts made by unscrupulous persons to "beat" the advertiser, but I presume that the "mail order" business is a temptation to them, and all advertisers who send their goods through the mails are victimized more or less. But such examples are few compared to the legitimate orders received.

My experience demonstrates to my satisfaction that it pays to advertise an article that sells at even so low a price as twenty-five cents. Of course, the proper medium must be selected and the best results have come to me through *Ainslee's Magazine*. I have tried tobacco trade journals, some specialty papers, and magazines claiming immense circulations, and each advertisement has been "keyed," so that I could credit each journal with the orders received from its readers. Up to date *Ainslee's Magazine* has brought more orders than all the others combined, and five times more than its highest competitor.



# "Better Late than Never"

**T**HE year 1902 is closed, and although I received my share of ink orders, there are thousands of publishers and printers throughout the country who are still buying on the old slow-coach credit plan and paying from thirty to eighty per cent higher prices than I charge, simply because they are allowed sixty or ninety days' time in which to pay the bill. They kick like a mule if their savings bank reduces the rate of interest one-half of one per cent, but entirely forget that they are paying at the rate of from fifty to two hundred per cent for the use of the credit ink man's money for the sixty or ninety days granted them, and all because they will not be subservient to my rule of cash with the order. Wealth nor prestige can influence me to send my inks without the money in advance. When a purchaser becomes dissatisfied with his bargain I offer no arguments but refund his money and reimburse him for the transportation charges. Ten thousand satisfied customers, who sent one hundred thousand orders in nine years, is not such a bad record, considering that I am the only ink man in the world doing a strictly cash business. Send for my price list of news and job inks, and at your leisure figure how much of a Christmas present you actually gave to your ink man for filling your orders without the cash in advance.

Better late than never. Start the new year right by sending me a trial order.

ADDRESS

## Printers Ink Jonson

17 Spruce Street, New York

# The Philadelphia INQUIRER

stands highest of all in its own city in point of advertising, and is only

fourth among all the newspapers in the country.

The figures printed below are in almost every instance furnished by the newspapers themselves and can therefore be accepted as correct.

For the purpose of this comparison the total number of lines of advertising printed during the month of November in each of the ten newspapers standing highest in the country are printed herewith:

|                                      | LINES          |
|--------------------------------------|----------------|
| Herald, New York, . . . . .          | 813,142        |
| World, New York, . . . . .           | 702,000        |
| Tribune, Chicago, . . . . .          | 718,905        |
| <b>INQUIRER, Philadelphia, . . .</b> | <b>711,300</b> |
| Eagle, Brooklyn, . . . . .           | 643,528        |
| Post-Dispatch, St. Louis, . . . . .  | 634,787        |
| *News, Chicago, . . . . .            | 630,228        |
| *Star, Washington, . . . . .         | 623,514        |
| Record, Philadelphia, . . . . .      | 590,100        |
| Globe, Boston, . . . . .             | 581,780        |

\*No Sunday issues.

This shows that the wise advertisers know the value of The Inquirer as an advertising medium.

What others have accomplished through the columns of The Inquirer, you can do yourself. Try it.

Address for advertising rates

**THE PHILADELPHIA INQUIRER**

1109 Market St., Philadelphia, Pa.

